

Delegated Report		Analysis sheet		Expiry Date:		02/12/2009		
		N/A / attached		Consultation Expiry Date:		N/A		
Officer				Application Number(s)				
Max Smith				2009/4623/A				
Application Address				Drawing Numbers				
191 Haverstock Hill London NW3 4QG				See decision notice				
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature		
Proposal(s)								
Display of internally illuminated fascia and projecting sign to existing shop (Class A1).								
Recommendation(s):		Granted						
Application Type:		Advertisement Consent						
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice						
Informatives:								
Consultations								
Adjoining Occupiers:		No. notified	00	No. of responses		00	No. of objections	00
				No. electronic		00		
Summary of consultation responses:		No responses received to date.						
CAAC/Local groups comments:		No responses received to date.						
Site Description								
An A1 premises within a Neighbourhood Centre in the Belsize Park Conservation Area.								
Relevant History								
No relevant history.								

Relevant policies

London Borough of Camden Replacement UDP 2006

B1 – General design principles
B4 – Shopfronts and signs
B7 – Conservation areas
SD6 – Amenity for occupiers and neighbours

Camden Planning Guidance 2006

Belsize Park Conservation Area Statement

Assessment

Proposal

The application is for an internally illuminated fascia sign and projecting sign to a pharmacy to replace similar existing advertisements.

Main Considerations

The visual appearance of the advertising, in particular its impact on the conservation area, and highway safety are the main issues.

The fascia advertisement would be the same size as the existing fascia board. The applicant has confirmed that only the lettering and surrounding 'lozenge' of the central logo would be illuminated. As such the proposal would comply with Camden's guidance on advertising.

The projecting sign would be at fascia height and be of a limited size and illumination. This is also considered to accord with Camden Planning Guidance.

The height of the projecting sign above pavement level would be sufficient to avoid any obstruction to be public highway and no safety issues are raised.

There are no significant neighbour amenity issues or highway safety raised as the proposal replaces existing illuminated signage to an existing shopfront.

Recommendation: Grant advertising consent.

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