

Delegated Report		Analysis sheet		Expiry Date:		02/11/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Peres Da Costa				2009/2881/A			
Application Address				Drawing Numbers			
Denton Car Park Malden Crescent Camden England NW1 8MS				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of non-illuminated sign (3.0m x 0.8m) on wall to basement car park accessed off Belmont Street.							
Recommendation(s):		Grant Advertisement Consent					
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:		N/A					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The site comprises a basement level car park beneath Denton Housing Estate which was recently granted planning permission for use as a self storage facility (Class B8). Vehicular access to the car park is located off the northern end of Belmont Street. Given the location of the site in the central part of Denton housing estate, the surrounding uses are predominantly residential in nature. Residential flats are located directly over and adjacent to the application site.

Relevant History

2007/3435/P: Change of use of underground car park to self-storage (Class B8). Granted

2009/0776/A: Display of 3 internally illuminated advertisement signs (x 2 facing onto Malden Crescent and x 1 on Belmont Street). Granted

Relevant policies

London Borough of Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General design principles

B4B – Advertisements and signs

Camden Planning Guidance 2006

Assessment

Proposal:

Advertisement consent is sought for the display of a non-illuminated sign on the western wall of the vehicular access ramp leading down to an underground self-storage facility. The sign would measure 3m x 0.8m, would be 0.2m above ground level and would be non-illuminated. The sign includes the company logo and direction arrowheads and the following text: CityStore self-storage – We sell boxes & packing materials. The lettering and symbols would be in green and blue on a grey background. The sign would consist of a polycarb panel and would be attached to the brickwork.

Assessment:

The location of the sign on the wall of the access ramp is not prominent and is not considered to raise any amenity concerns. The size and location of the sign is considered acceptable and is considered appropriate to the building. Although there is a nearby sign located above the entrance to the underground storage facility, which was granted consent by a previous application, the cumulative impact of the signs is considered acceptable. Given the lack of illumination, the proposed sign does not result in any public safety concerns.

Recommendation:

Grant advertisement consent.

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