

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>06/11/2009</b>	
		N/A		<b>Consultation Expiry Date:</b>		n/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Tania Skelli-Yaoz				2009/4381/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
106 Arlington Road, London, NW1 7HP				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Retention of non-illuminated fascia sign to front elevation of building.							
<b>Recommendation(s):</b>		Grant consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions:</b>		Refer to Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses No. electronic	<b>00</b>	No. of objections	<b>00</b>
<b>Summary of consultation responses:</b>		n/a					
<b>CAAC/Local groups comments:</b>		None received.					
<b>Site Description</b>							
<p>The application site is a single-storey office/warehouse unit on the north-western side of Arlington Road. The building is not listed but the site lies in the Camden Town CA. The adjacent property at no. 104 is listed, and the terrace opposite is also listed.</p> <p>The area is characterised by mixed uses of residential and commercial.</p>							
<b>Relevant History</b>							
None relevant.							
<b>Relevant policies</b>							
<b>Replacement UDP 2006</b> SD1, B4, B6, B7 <b>Camden Planning Guidance 2006</b> Advertisements <b>Camden Town CAS</b>							

## Assessment

Permission is sought for the retention of a fascia sign: 0.6m high x 3.75m wide x 0.02m deep. It is non-illuminated.

The proposed signage was originally proposed to be externally illuminated by overhead trough lighting. However, the application was revised such that the sign is to be non-illuminated, which is welcomed. The sign has subsequently been displayed in this form, so the application is now retrospective. The sign is relatively prominent in appearance on this elevation due to size of the building and the colours and size of the sign. The site lies within an area of mixed-use. Whilst the predominant character and use of the street is residential, the immediately surrounding area does have a semi-commercial vibrancy too; to the left of the site there is the rear parking area of a large retail store, to the right a 2-storey non-residential building and several projecting signs are also visible further along on this side of the street.

Immediately adjacent to the site lies a 2-storey listed building – the proposed sign is not considered to affect its setting. This is also the case with the listed terrace opposite.

On balance, it is considered that the sign is not harmful to the host building or the character and appearance of the CA. It is also not considered to detract from the residential character of the area and is in accordance with the CPG design guidelines for advertisements.

The proposed sign does not result in harm to public safety due to its height and projection.

The additional signage fitted within the existing door glazing is internal and does not require advertisement consent.

Accordingly, it is recommended to grant advertisement consent.

### **Disclaimer**

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