

Delegated Report		Analysis sheet		Expiry Date:		20/03/2009	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Katrina Christoforou				2008/5853/A			
Application Address				Drawing Numbers			
301-305 Kentish Town Road London NW5 2TJ				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of new fascia sign and relocation of existing sign, both non-illuminated and on Holmes Road ground floor frontage.							
Recommendation(s):		Grant advert 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:							
CAAC/Local groups* comments: <small>*Please Specify</small>							

Site Description

Number 301-305 is located on the west side of Kentish Town Road within the designated Town Centre that is characterised by shops and services at ground floor level with residential and office uses above. The commercial unit wraps around in an L-shape with frontages on both Kentish Town Road and Holmes Road. The building currently houses the offices (B1 use class) and a supermarket on the Kentish Town Road Frontage. The area of the building to which this application relates is located in the single storey element on the Holmes Road Frontage which was granted permission for use as an A1 shop last year.

Relevant History

2008/2151/P: Planning permission granted 30/09/2008 for the Change of use of ground floor unit facing Holmes Road from ancillary reception/storage use (Class B1) to a retail shop (Class A1). This application was originally accompanied by an application for advertisement consent 2008/2432/A. Insufficient details of the proposed alterations to the shopfront had been provided with the planning application. It was therefore considered that it would be best to deal with these matters and the signage as a separate submission. The advert application was therefore withdrawn and an informative was attached to the planning permission for the change of use stating the following:

Informative 5: This permission is granted without prejudice to the necessity of obtaining planning permission for alterations to the shopfront and advertisement consent for new signage. Application forms may be obtained from the Council's One Stop Reception, Environment Department, Camden Town Hall, Argyle Street WC1H 8EQ. (Tel: 020 7974 5613 or email env.devcon@camden.gov.uk or on www.camden.gov.uk/planning).

Relevant policies

Camden Replacement Unitary Development Plan 2006

S1/S2- Sustainable development

B1- General design principles

B4- Shopfronts, advertisements and signs

Camden Planning Guidance 2006

Assessment

Shop sign

The application has been made for the display of a new non-illuminated fascia sign above a recently approved (but not yet installed) shopfront. The sign would be timber with metal fixings and would measure 3.5m by 1m with a projection of 0.2m from the facade. Generally non-illuminated fascia signs would benefit from deemed consent under Class 5 of the Town & Country Planning (Control of Advertisement) (England) Regulations 2007. However, this particular sign is larger than the maximum of 1.55m² to qualify for Class 5. In addition, Class 5 can only be applied where the sign is located on a wall containing a shop window (in relation to A1 uses). The proposed drawings submitted with this application show a shopfront described as 'Proposed new shopfront (Full planning permission granted 30th September 2008)', this refers to planning permission 2008/2151/P. However, 2008/2151/P related only to the change of use. Details of the existing and proposed shopfronts were not submitted as part of the application and hence did not form part of the approval. As existing, the façade contained a shutter to an open store/ancillary office. Therefore the façade does not include a shop window nor does it have planning permission for one. Advertisement consent for the sign is therefore required.

The sign is considered to be of acceptable position and materials. The advert is fairly tall at 1m but this is in keeping with the Jobtrain sign to the other part of the premises. The sign would not raise any public safety concerns.

Re-location of 'Jobtrain' sign

The application also involves relocation of the existing sign between the door and roller shutter to be placed above the doors. It is unclear whether the existing sign has advertisement consent. Due to its size (1m x 2.6m), consent is required. The sign advertises activities taking place at the premises and is considered acceptable in terms of its proportions and materials. The re-positioning of the sign above the entrance door to the offices results in a more orderly arrangement and improvement to the appearance of the façade.

Recommendation: Grant advert consent.

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