

Delegated Report		Analysis sheet		Expiry Date:		18/07/2007	
		N/A / attached		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Charles Thuaire				2007/2553/A			
Application Address				Drawing Numbers			
191-217 Finchley Road London NW3 6LL				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of three internally illuminated "Waitrose" signs above first floor level on the front and side (Goldhurst Terrace) elevations, one internally illuminated "Waitrose" sign above the ground floor entrance on the front elevation, one internally illuminated "CarPark" sign above the ground floor canopy on the side (Goldhurst Terrace) elevation, plus three non-illuminated signs to the rear (Broadhurst Gardens) elevation.							
Recommendation(s):		Grant 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: *Please Specify		-					

Site Description

Large building on island site at junction of Finchley Rd with Broadhurst Gdns at rear and Goldhurst Terrace and Canfield Gardens at south and north respectively. It comprises a Waitrose store at ground and 1st floors and flats above on 2nd-6th floors. Built in 1930's in streamlined Art Deco style and has large projecting canopy at ground floor Finchley rd elevation. Not listed nor in CA, although it lies opposite the Swiss Cottage CA at the rear.

Relevant History

3.5.82- ADC- illuminated letters on canopy
3.12.92- ADC- 2 external illuminated fascia signs
10.5.07- PP- alterations and extensions at rear
17.5.07- PP- new shopfronts, entrance ramp and projecting clock

Relevant policies

UDP- B4, B7, SD6
CPG- shopfronts and adverts

Assessment

The existing building formerly had Habitat and Waitrose stores and is now being refitted to accommodate Waitrose's expansion into the whole retail floor. The ground floor has the store and the 1st floor has offices. Currently the 1st floor frieze level above the windows has non-illuminated signs for the 2 stores- 2 on either end of the Finchley Rd elevation and one on the Goldhurst Terrace corner. In addition there are several illuminated signs at ground level as part of the shopfront below the canopy. At the rear are various directional and information signs relating to the carpark, loading bay etc.

The proposal as revised comprises the following (the originally proposed 2 signs at canopy levels have now been omitted following officer's advice that they were too prominent and cluttered):

1. 2 x illuminated "Waitrose" signs on the 1st floor frieze level of Finchley Rd elevation, replacing the existing 2 signs, to be green LED halo-lit, 4.5m long and 0.8m high;
2. 1 x similar sign to above on the Goldhurst Terrace elevation;
3. 1 x illuminated smaller "CarPark" sign, 0.3m high above the ground floor canopy on the Goldhurst Terrace elevation;
4. 1 x illuminated "Entrance" sign above entrance doors on shopfront, 2.3m long and 0.4m high
5. 2 x non-illuminated "Waitrose" signs in steel lettering placed within shopfront on Finchley Rd elevation;
6. 3 non-illuminated signs at rear elevation giving information on the carpark entrance, directions and carpark opening hours.

The 3 shopfront signs are acceptable and replace the existing ones in a sympathetic manner.

The proposed 1st floor signs effectively replace the existing 2 store signs at this level here, with similar-sized lettering but placed further towards the corners and now illuminated. The size and location is acceptable given the precedent set here by the existing signage. The position at this level was deemed preferable in urban design terms to large freestanding signs projecting above the canopy itself. The illumination will be halo-lit and discreet and will not give rise to undue prominence in the streetscene nor loss of amenity to residents above. They will preserve the overall appearance of the 1930's block.

The carpark sign at the side elevation is small and discreet and is considered acceptable given its directional function in guiding drivers to the carpark at the rear off Finchley Rd. The rear signs in Broadhurst Gardens are also functional and necessary and do not cause any visual clutter; they do not harm the amenities of residential properties opposite nor the character of the CA opposite.

