

Delegated Report		Analysis sheet		Expiry Date:		22/03/2007	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Conor McDonagh				2006/5657/A			
Application Address				Drawing Numbers			
66-70 Parkway London NW1 7AH				Site Location Plan 027/01; 11; 500; Proposed location of signage; Letter dated 10 January 2007			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of an internally illuminated projecting sign to offices (Use Class B1).							
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:		N/A					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The site is occupied by a mid terrace 3 storey building on the northwest side of Parkway directly opposite the junction of Albert Street. The ground floor is occupied by offices (Use Class B1). The premises is also located with Camden Town Centre and Camden Town Conservation Area.

Relevant History

None relevant.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

London Borough of Camden Replacement UDP adopted June 2006

B4 - Shopfronts, advertisements and signs
B7A – Conservation Areas, Character and Appearance
SD6 – Amenity for occupiers and neighbours

Camden Planning Guidance Consultation Draft 2006

Advertisements and Signs

Camden Town Conservation Area Guidance

Assessment

Overview

This application is for the retrospective display of one internally illuminated projecting sign.

The sign projects by 900 mm, 600 mm high, 120 mm wide and 2.5 metres above ground level.

This application needs to be assessed in terms of amenity and public safety.

Visual Amenity

The signage integrates well with the form, fabric, design and scale of the rendered host building and is constructed from materials that are robust and sympathetic to the host building. Given the highly commercial nature of the Town Centre coupled with the frontage recognised as secondary shopping, the advertisement therefore integrates well with the general character of the area.

The building is within Camden town Conservation area and therefore the signage has been designed to a high standard with a good level of detail in that the lettering is of an appropriate scale and size and does not dominate the fascia level of the building. It is therefore considered that the signage will preserve the character and appearance of the conservation area.

Public Safety

Given that the signage is static and is adequately placed 2.5 metres above street level and only the lettering is to be illuminated then it is considered that the signage would not have any negative impact upon highway safety; both in terms vehicular and pedestrian movements.

Planning permission should be **granted**.

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