

Delegated Report		Analysis sheet		Expiry Date:		06/12/2006	
		N/A / attached		Consultation Expiry Date:		N/A.	
Officer				Application Number(s)			
Miss Kiran Chauhan				2006/4674/A			
Application Address				Drawing Numbers			
30 Highgate Road London NW5 1NS				Site Location Plan; Elevational Drawing			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of a non illuminated free standing sign adjacent to Highgate Road entrance.							
Recommendation(s):		Grant.					
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
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The application site is the entranceway to the Piano Warehouse on the north side of Highgate Road. The area is characterised by a mix of local uses such as residential, the Fire Station, the works to the north and a Day Centre on the opposite side of Highgate Road. The site is not located in a conservation area.

Relevant History

22.3.05 (EN05/0403) – enforcement complaint received about the unauthorised display of a free standing sign.

13.12.2005 (2005/2373/A) adv consent refused with warning of prosecution action for the retention of the free standing sign on grounds of its siting, size and appearance which would result in the creation of visual clutter. Appeal dismissed on 20.4.06.

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.

RUDP 2006: B4

SPG 2002

Camden Planning Guidance 2006 Draft

Assessment

This application has been submitted in the light of the previously refused application and unsuccessful appeal to display a large freestanding sign at the premises. At the time, it replaced a narrower sign which was damaged by a truck.

The refused (and appealed) sign measured 2.74m wide by 2.43m high, 0.91m above ground level on posts.

This sign measures 1.22m wide by 2.44m, 0.76m above ground level on posts.

The Inspector, in dismissing the appeal considered that the sign, by reason of its size, would appear unduly prominent when seen within the street and considered the following:

'While I consider that the existing sign is too large I note that it has replaced a similar, but more narrow sign, which was apparently damaged by a truck. In my opinion a sign similar to that previously displayed could well overcome the objections set out above'. Although there is no record of the size of the previous narrower sign, it is considered that a reduction in 1.52m is significant and addresses the Inspectors concern by considerably reducing the width of the sign. The increase in height by 0.01m is minor in the context of the sign. In this regard, the proposed sign is considered acceptable and addressed previously raised concerns. It does not raise any issues with regard to public safety and Highways Engineering have not objected to it.

Recommendation: Grant.

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