

Delegated Report		Analysis sheet		Expiry Date:	12/10/2006		
		N/A / attached		Consultation Expiry Date:	N/A		
Officer			Application Number(s)				
Victoria Lewis			2006/1956/A				
Application Address			Drawing Numbers				
37 Chalk Farm Road London NW1 8AJ			See decision				
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of 2no. projecting signs and floodlighting to fascia sign							
Recommendation(s):		Refuse Advertisement 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
Summary of consultation responses:							
CAAC/Local groups* comments: *Please Specify		Site not located in a Conservation Area					

Site Description

The application relates to a 4-storey building located on the northern side of Chalk Farm Road, close to the junction with Harwood Street. The ground floor of the building is in retail use, with flats above.

Relevant History

PE9900860 - Conversion of the upper floors to 6 self-contained flats together with the retention of retail use on the ground floor and basement and alterations at roof level and at the rear – GRANTED.

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.

B4 – Shopfronts, advertisements and signs
Supplementary Planning Guidance – section 2 (July 2002)

Assessment

Overview

Advertisement consent is sought for erection of a timber projecting sign in the centre of the shopfront, set just below the fascia. It would measure 750mm x 555mm and would project 650mm from the shopfront.

A timber and iron Cart Wheel projecting sign is proposed, mounted above the fascia. It would be illuminated by way of 2no. external spotlights mounted just below the wheel on either side and would measure 1.3m high and project 1.8m from the face of the building.

The plans indicate that a new fascia constructed of flat timbers with iron lettering applied directly to the fascia is proposed. As the fascia and lettering would be non-illuminated and the site is not within a Conservation Area, these can be classed as having deemed consent and do not therefore form part of the assessment. Consent is however, required for the method of illumination.

There are discrepancies on the plans and in the supporting information with regard to the proposed means of illumination. One document states that 4 external spotlights would be fixed to the top edge of the fascia, projecting 0.3m from the face of the building with two external spotlights fixed at either side of the wheel, projecting 0.2m from the face of the building. However, a second document indicates that the lettering to the fascia sign would be lit by way of 4no. floodlights fixed to the top edge of the fascia and projecting 1.0 metre from the face of the building and this is shown on the proposed cross-section, plan and side elevation (drawing number 03).

Design

Policy B4 of the UDP states that the Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of Conservation Areas. The Council will consider:

- a) position, design, size and materials
- b) obstruction or damage to important architectural features
- c) the method of illumination and
- d) cumulative effects

Projecting signs

There are concerns regarding the proposed projecting sign and wheel. Supplementary planning guidance states that projecting signs should be located at fascia level. There are concerns that the projecting sign would be sited below the fascia level which would result in a cluttered appearance, contrary to the SPG. Ideally it would be located at fascia level, set to one side.

SPG discourages high level projecting signs in order to keep a dividing line between the ground floor business premises and the premises above and to maintain design continuity with adjacent premises within the parade. There are no other high level signs within this particular group of buildings and it is considered that this, together with the proposed floodlights by virtue of their depth of projection would be overly prominent, visually jarring and would appear as visual clutter, contrary to policy B4 of the UDP and supplementary planning guidance.

Public safety

The proposed signage would be statically illuminated and there are no concerns that the display would be distracting to highway users or result in any harm to highway safety.

Recommendation

Refuse advertisement consent for the projecting signs and floodlighting.

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