

Delegated Report		Analysis sheet		Expiry Date:		15/08/2006	
		N/A / attached		Consultation Expiry Date:		26/07/2006	
Officer				Application Number(s)			
Sheri Waddell				1. 2005/5355/P 2. 2005/5370/A			
Application Address				Drawing Numbers			
102 Mill Lane London NW6 1NF				Site Location Plan; 210/01A and 02.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
1. Retention of a new shopfront in connection with retail use (Class A1) 2. Continued display of internally illuminated fascia sign in connection with retail use (Class A1)							
Recommendation(s):		1. Grant planning permission 2. Grant advertisement consent					
Application Type:		1. Full Planning Permission 2. Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		Site Notice displayed.					
Local groups comments:		None received.					
Site Description							
3-storey terraced property on the southern side of Mill Lane between Broomsleigh Street and Sumatra Road. Retail shop [chemist] on the ground floor. Independent access from the street to the upper floors. Not within a conservation area.							
Relevant History							
None.							
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 <u>taken as a whole</u> together with other material considerations.							
S1 and S2 – Sustainable Development B1 – General Design Principles B4 – Shopfronts, Advertisements and Signs							
Supplementary Planning Guidance – shopfronts and signs.							

Assessment

The applications are retrospective, and seek to regularise the position in relation to a new shopfront and fascia sign. There was no information submitted with the application, or sought when it was being validated, to indicate what previously existed in respect of both of these elements. However, reference to CycloMedia on the website indicates a shopfront that had a slightly recessed entrance door next to the existing entrance to the upper floors, a traditional stallriser, fascia sign and three projecting signs adjacent to the western pilaster of the shopfront – one at fascia level and two on the pilaster itself. It cannot be ascertained from the photograph whether these signs were illuminated, or the material that the shopfront was formed of.

New shopfront

The new shopfront that has been installed has a green powder coated aluminium frame, with a central entrance door and no stallriser. However, its general proportions are not dissimilar to what previously existed, and are also acceptable on their merits in this location outside a conservation area – they generally accordance with the requirements of policy B4 and design guidelines in SPG. The shopfront has a shutter box, which again from the Cyclomedia photograph appears to replace a similar element that previously existed. The applicant has confirmed by letter that the original awning is being retained. The “disabled access” is very rudimentary [a pile of concrete in front of the door!!] but it is not possible to ascertain from the Cyclomedia photograph whether the access has been worsened. The concrete is on what appears to be private forecourt. In these circumstances, there is nothing that can be pursued under the locus of planning powers.

New fascia sign

The fascia sign is of the same size as the one that previously existed – if it could be established that the previous sign was also internally illuminated, express consent would not be required. Notwithstanding, internal illumination is acceptable in terms of policy and design guidelines outside a conservation area, and no objection is raised to its continued display.

Projecting signs

The advertisement application does not cover the continued display of the two projecting signs on the pilaster. The projecting sign that was originally being displayed on the fascia has been removed. The Cyclomedia photograph indicates two signs in this position, with what appears to be wiring leading to them, so it is probable that the existing signage in this position has been upgraded and replaced. In the circumstances, it is not considered to be expedient to pursue this matter further.

Recommendation: Grant planning permission and advertisement consent.

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