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| Delegated Report | | Expiry Date: | 06/10/2014 |
| Officer | | Application Number(s) | |
| Tessa Craig | | 2014/5269/A | |
| Application Address | | Application Type | |
| 168-172 Kentish Town Road London NW5 2AG | | Advertisement Consent | |
| 1st Signature | 2nd Signature (If refusal) | Conservation | Recommendation(s) |
| | | | Grant Advertisement Consent |
| Proposal(s) | | | |
| New fascia sign and projecting sign to shopfront. | | | |
| Consultations | | | |
| Summary of consultation responses: | n/a | | |
| Site Description | | | |
| The subject site is located on the east side of Kentish Town Road, near the intersection with Patshull Road. The property is a ground floor retail unit with residential units above. The site is located within Kentish Town Centre, but does not lie within a conservation area and nor is the property a listed building. | | | |
| Relevant History | | | |
| None. | | | |
| Relevant policies | | | |
| LDF Core Strategy and Development Policies | | | |
| CS5 – Managing the impact of growth | | | |
| CS14 – Promoting high quality places and conserving our heritage | | | |
| DP24 – Securing high quality design | | | |
| DP25 – Conserving Camden’s Heritage | | | |
| DP26 – Managing the impact of development on occupiers and neighbours | | | |
| Town and Country Planning (Control of Advertisements) (England) Regulations 2007 | | | |
| Camden Planning Guidance 2013 (as amended) | | | |

Assessment

Proposal

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design, matching the previous advertisements at this site.

It is not considered that the signs will be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.