

Delegated Report			Expiry Date:	24/10/2014
Officer			Application Number(s)	
Katrine Dean			2014/5306/A	
Application Address			Application Type	
196 Tesco Stores Ltd Camden Road London NW1 9HG			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of replacement fascia, totem, projecting and directional signage				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The application site is located on Camden Road within Camden Square Conservation Area and relates to the existing petrol filling station and retail unit.				
Relevant History				
2012/2283/A – Display of new signage include illuminated fascia and projecting signs, ATM, totem and vinyl signage in association with rebranding an existing shop front. Granted 07/06/2012.				
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 2011 (as amended)				

Assessment

Proposal

The application seeks advertisement consent for replacement fascia, projecting and totem signs, as well as the display of additional directional signage at the entrance and the exist and in the car park, signposting facilities, such as air and water and identifying disabled parking areas.

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 sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would 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 advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.