

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>22/01/2024</b>			
<b>(Refusal)</b>		N/A / attached		<b>Consultation Expiry Date:</b>		N/A			
<b>Officer</b>				<b>Application Number(s)</b>					
Jaspreet Chana				2023/5021/A					
<b>Application Address</b>				<b>Drawing Numbers</b>					
57-61 Heath Street London Camden NW3 6UG				See draft decision notice					
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>			
<b>Proposal(s)</b>									
Display of 3x fascia halo illuminated signs and 1x medical symbol projection sign (retrospective).									
<b>Recommendation:</b>		Refuse advertisement consent and warn of enforcement action.							
<b>Application Type:</b>		Advertisement Consent							
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice							
<b>Informatives:</b>									
<b>Consultations</b>									
<b>Summary of consultation:</b>		N/A							
<b>Adjoining Occupiers:</b>		No. of responses		00		No. of objections		00	
<b>Summary of consultation responses:</b>		N/A							

## Site Description

The property is a ground floor retail unit and is part of a block comprising 57-61 Heath Street. The shop runs across all three addresses and is located on the north-western side of Heath Street close to its junction to the south with Hampstead High Street and Hampstead Underground Station.

The property is not listed but does lie within the Hampstead Conservation Area and is considered to make a positive contribution to the area.

## Relevant History

### 57 Heath Street

**2011/5765/A** - Display of 3x internally illuminated fascia signs and 1x internally illuminated hanging sign at ground floor level to shop – Granted – 31/01/2012.

**2011/5812/P** - The installation of a new shopfront to the ground floor front elevation of existing retail unit (Class A1) – Granted – 03/02/2012.

**EN23/0799** - Enforcement complaint reference.

## Relevant policies

### **National Planning Policy Framework (2023)**

### **The London Plan (2021)**

### **Camden Local Plan (2017)**

- A1 Managing the impact of development
- D1 Design
- D2 Heritage
- D3 Shopfronts
- D4 Advertisement

### **Camden Planning Guidance:**

- CPG Adverts
- CPG Amenity
- CPG Design

### **Hampstead Neighbourhood Plan (2018-2033)**

- DH1 Design
- DH2 Conservation areas and listed buildings
- EC2 Contributing positively to the retail environment

### **Hampstead Conservation Area Statement (2001)**

### 1. Proposal

1.1. Retrospective advertisement consent is sought for installation of:

- Two large white fascia signs (3000mm x 6429mm and 1175mm x 8246mm) with black 'ZEN' (beauty / pharmacy) lettering
- One projecting pharmacy sign (1314mm x 1400mm)
- The signs would be internally illuminated (32 cd/m2 static)

1.2. The proposal involves the replacement of the existing ZARA retail signage with new ZEN signage, which has been installed without planning permission.

### 2. Assessment

2.1. The principal considerations material to the determination of this application are as follows:

- Design and Visual Amenity
- Neighbour Amenity
- Public Safety

### 3. Design

3.1. Policy D1 (Design) of the Camden Local Plan 2017 states that; Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings. Policy D2 (Heritage) states that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas.

3.2. Policy D4 (Advertisements) states that advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building.

3.3. Policy EC2 (Contributing positively to the retail environment) of the Hampstead Local Plan states that internally illuminated projecting signs will not be supported, and should either be non-illuminated or externally illuminated, though 'halo lit' or illuminated letters may be acceptable if subservient to the general design. The policy further states that excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign.



*Fig.1. Photo of retrospective signage*

3.4. It is acknowledged the previous signage for ZARA home was of a similar size and scale; however, as the fascia colour was black and the lettering was smaller it did not appear as prominent as the retrospective signage. The as-installed signage included painting the fascia in white and features large black lettering (as can be seen in Fig 1 above), which appears incongruous and dominates the building. Given the building's prominent siting on a major commercial frontage it would be seen in short and long views along Heath Street and from Hampstead Station junction. Therefore, the retrospective fascia signs are considered to cause harm to the architectural integrity of the building and are not appropriate in terms of size, scale and design.

3.5. It is also considered that the as-built signage would be out of character with the surrounding shops and signage, as the predominant signage within close proximity to the site is muted and has small lettering. Policy D4 of the Local Plan states that signage should be designed to be complementary to and preserve the character of the host building and local area. In this case the signage does not correspond with the existing architectural features of the building or established signage in the immediate area and would therefore not preserve or enhance the host building or the surrounding Conservation Area.

3.6. The proposed signage by reason of its siting, scale, design, material finish and cumulative coverage would result in undue harm to the host building, visual amenity of the area, and wider Conservation Area and cannot be considered acceptable on this basis.

#### **4. Neighbour Amenity**

4.1. Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

4.2. Due to the scale and scope of the retrospectively installed signage, it is not considered there would be any significant negative impact on neighbouring residential amenity with regards to loss of daylight/sunlight, outlook, or privacy.

#### **5. Public Safety**

5.1. Policy D4 (Advertisements) of the Camden Local Plan 2017 states that 'Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians'.

5.2. Given the proposed low halo illumination levels of the fascia signs (32 cd/m<sup>2</sup>) and projecting sign, it is not considered that the advertisement would have a negative impact on vehicular or pedestrian traffic; therefore, in terms of public safety, the proposal is considered acceptable.

#### **6. Recommendation**

6.1. Refuse Advertisement Consent on the following grounds:

- The retrospective advertising signage, by reason of their size, siting, scale, design, and material finish appear as intrusive features that would harm the character and amenity of the street and locality, contrary to policies D1 (Design), D2 (Heritage), and D4 (Advertisements) of the Camden Local Plan 2017, policies DH1 (Design), DH2 (Heritage), and EC2 (Contributing positively to the retail environment) of the Hampstead Neighbourhood Plan, Camden Planning Guidance, and the policies of the NPPF.

6.2. Warn of enforcement action – the matter will be passed to the enforcement team for further action.

