

Delegated Report		Analysis sheet		Expiry Date:	28/08/2013
		N/A / attached		Consultation Expiry Date:	08/08/2013
Officer			Application Number(s)		
Victoria Pound			1. 2013/4324/L 2. 2013/4175/A		
Application Address			Drawing Numbers		
79-81 Heath Street Hampstead London NW3 6UG			See decision letter.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
1. Display of 1 x non-illuminated fascia sign and 1 x externally illuminated projecting sign to front elevation, plus 3 x internally illuminated logo signs, display of 1 x internally illuminated totem sign, 3 x internally illuminated A1 signs and 15 internally illuminated A3 signs within front elevation window of existing estate agents (Class A2). 2. Display of 1 x non-illuminated fascia sign and 1 x externally illuminated projecting sign to front elevation of existing estate agents (Class A2).					
Recommendation(s):		1. Grant listed building consent. 2. Grant advertisement consent.			
Application Type:		1. Listed Building Consent 2. 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
			No. electronic	00		
Summary of consultation responses:	Press and site notices displayed – no responses received.					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Grade II listed building, formerly a public house, dating from the mid C19. The building comprises two storeys, with double fronted former public house ground floor, which retains original granite pilasters. The windows and entrance date from the C20. The ground floor is now in use as an estate agency.

Relevant History

2008/2625/L & 2008/2626/A listed building consent and advertisement consent granted 26.08.2013 for *Retention of external works of repair to the front elevation and retention of externally illuminated fascia and projecting signs at shopfront.*

Relevant policies

LDF Core Strategy and Development Policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

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

Assessment

Listed building consent and advertisement consent are sought for the replacement of the existing fascia and projecting signs, and for the display of additional signage and display boards pertaining to the building's current use as an estate agency.

External signage – advertisement consent & listed building consent considerations:

The existing metal fascia sign and projecting sign will be replaced, in the same location as the existing. It is not proposed to illuminate the fascia sign (there is currently a trough light). The projecting sign will use external illumination as at present (this has been amended from the original proposal which sought internal illumination).

The position, size, and method of illumination of the proposed external signs are considered to preserve the building's special architectural and historic interest.

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 signage does not obscure any architectural features and is considered acceptable in terms of proportions, location and design. It is not considered that the signage 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.

Internal signage and displays – listed building consent considerations:

The number, position and size of the proposed internal signage and display units have been reduced from the original proposal, which was considered to be visually overwhelming, due to the cumulative impact of their number and illumination.

The revisions seek consent for 3 large illuminated displays – one within each window on the southern side of the entrance, internally illuminated individual letters also within these windows, 15 small

(approx. A3 size) illuminated displays, and one free-standing totem sign which supports a video display unit.

The reduced number and size of the proposed displays is now considered to sit comfortably within the windows, without significantly obstructing views in or out, and without detracting from the building's elevation. The displays will be lit from within but the luminance level is fairly low, the displays are static, and the lighting will be switched off during the night.

The revised proposals are considered to preserve the building's special architectural and historic interest.

In summary the application proposals are considered to meet the relevant local and national policy and guidance requirements, and therefore approval is recommended.