

# Delegated Report

Expiry Date:

11/10/2013

## Officer

Hilary Cuddy

## Application Number(s)

2013/5158/A

## Application Address

Site bounded by Hampstead Road, Drummond Street and Triton Square (a.k.a. North East Quadrant), Regents Place London NW1 3DP

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of 2 x internally-illuminated fascia sign, 1 x non-illuminated welcome sign and 1 x non-illuminated poster frame to front elevation of existing shop (Class A1)

## Consultations

Summary of consultation responses:

N/A

## Site Description

The application site is located to the north eastern corner of the North East Quadrant site and located to part of the ground floor of the building located on the corner of Drummond Street and Hampstead Road.

The site is not located within a conservation area nor is the building listed. It is located within the Central London Area.

## Relevant History

**2013/1105/A** - Display of two internally illuminated fascia signs, and two internally illuminated projecting signs to shopfront on Hampstead Road elevation. Application pending consideration. Granted 30/04/2013

**2013/ 1103/P**- Installation of a new shopfront and ATM to Hampstead Road elevation of existing ground floor retail unit (Class A1). Granted 30/04/2013

## 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 relates to 2x internally illuminated fascia sign with internally illuminated letters and one non-illuminated poster panel sign and a non-illuminated welcome sign. The two fascia signs would be stencil cut lettering one would read 'Sainsbury's Local' and the second 'Monday – Sunday 7am-11pm Sunday 11am – 5pm'. The fascia would sit within the fascia area of the existing building beneath the overhang just above the ground floor level. The lettering would measure up to 0.5m in height and project 0.3m from the shopfront elevation with the lettering being 0.1m deep.

The poster panel would be internally fixed vinyl backed glass. The poster panel would measure 1.6 m high x 1.026 m wide.

The welcome sign would be attached to the front glazing, the sign would measure 1632 x 1026; the maximum height of the individual letters would be 120cm.

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. The advertisement would sit within the fascia area and would not appear overly dominant in the context of the shop frontage and is 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 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.