

Delegated Report

Expiry Date:

24/12/2012

Officer

Rachel Miller

Application Number(s)

2012/5646/A

Application Address

Tesco
23 Heath Street
London
NW3 6TR

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1 x non-illuminated fascia sign, 1 x replacement internally illuminated (letters only) fascia sign, 2 x vinyl signs on entrance, 1 x replacement internally illuminated (letters only) hanging sign on existing retail building (class A1).

Consultations

Summary of consultation responses:

No consultations done

Site Description

The site is located on the west side of Heath Street within the Hampstead Conservation Area, and forms part of the Hampstead Town Centre. It is occupied by a four storey building, with retail use on the ground floor and residential on the first and second floor levels. The ground floor is currently provided with a modern glazed frontage, occupied by Tesco.

Relevant History

2006/4985/A - Display of halo-illuminated fascia and projecting sign (only lettering internally illuminated). Approved 22/01/2007

2006/4983/P – Installation of new shopfront. Approved 19/01/2007

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

Advertisement consent is sought for the display of 1 x non-illuminated fascia sign, 1 x replacement internally illuminated (letters only) fascia sign, 2 x vinyl signs on entrance and 1 x replacement internally illuminated (letters only) hanging sign.

The existing fascia sign would be replaced with an internally illuminated letters only sign, the same size and style as existing. The existing fascia sign would be extended onto the unused fascia panel on the left side of the shopfront and would display a non-illuminated fascia sign. The existing projecting sign would be replaced with an internally illuminated (letters only) projecting sign measuring 800mm x 500mm x 125mm.

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

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

The internal illumination of the projecting box sign is restricted to the letters only which is considered acceptable. The projecting sign would be modestly proportioned and smaller than the current projecting sign.

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.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444