

Delegated Report		Analysis sheet		Expiry Date:		04/12/2012	
		N/A		Consultation Expiry Date:		15/11/2012	
Officer				Application Number(s)			
Hilary Cuddy				2012/5297/P			
Application Address				Drawing Numbers			
5 Heath Street London NW3 6TP				Refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of replacement shopfront							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	14	No. of responses	01	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed between the 25/10/12 and the 15/11/12 A press notice was displayed between the 19/10/12 and the 09/11/12 1 letter of support received from 5a Heath Street					
CAAC/Local groups* comments: <small>*Please Specify</small>		Hampstead CAAC responded with no objections to the proposal.					

Site Description

The shop is located on Heath Street in the centre of Hampstead. The building is located on a Core Retail Frontage within the Hampstead Town Centre and within the Hampstead Conservation Area and is listed as a building that makes a positive contribution to the area. The building currently accommodates a hair and beauty salon at ground floor level with a chiropractor's surgery above.

Relevant History

113/A/1811/- advert consent for Internally illuminated double sided box sign having blue letters on a white perspex background. Granted 18/11/65.

Relevant policies

LDF Core Strategy and Development Policies 2010

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
DP29 – Improving access
DP30 – Shopfronts

Camden Planning Guidance 1 (design) & 6 (amenity)

Camden Planning Guidance 2011 (as amended)

Hampstead Conservation Area Statement 2001

Assessment

Proposal

Shopfront

The application has been made for the replacement of the current shopfront. The site is currently a hair and beauty salon, the application proposes a clothing shop. The proposal replaces the existing timber framed shopfront with a new timber frame. The door would be relocated from the current central location to the far left hand side of the shopfront and increase the opening size to 1000mm. The style of the door will be simple timber framing with a 'D' handle and rectangular letterbox finished in matt bronze. The proposal reinstates the pilaster to the left of the shop by cladding the existing render with exterior grade timber to be finished with a simple edge moulding detail to align with the new timber stall riser and fascia panel.

The proposal blocks one third of the existing shopfront return glazing alongside the exterior lobby to the far right of the shopfront; it will have full height timber panelling to match the existing.

The shopfront will be beige and this extends to all timber details. The shop logo is red and green.

Signage

The fascia panel is sign written with the new shop logo 'LA COQUETA'.

The projecting sign will use the existing metal bracket. The logo would appear on both sides with the business name and drawing. The artwork will be written onto a timber panel.

The application proposed additional vinyl lettering to the glass with the shop telephone number, street number and shop opening hours to the entrance door and the shop website address to be applied to the far right side of the shopfront glazing. None of this requires advert consent.

Assessment

Shopfront

The proportions of the proposed shopfront are considered to be in keeping with the other shopfronts in the area. The new shopfront is considered to sensitively relate to the scale, proportions and architectural style of the building. It incorporates a number of traditional key shopfront components, It is therefore considered that the shopfront would preserve the character and appearance of the property and would enhance the conservation area.

The current proposal relates to minor alterations to the shop frontage and would not result in any increase to the unit's floorspace or visual bulk. No adverse impacts upon the amenities of neighbouring occupiers in terms of noise, outlook, privacy and sunlight/daylight would be anticipated.

The alterations comply with Camden Planning Guidance in that the materials and general design respect the host building and appearance of the wider area. It is considered that this proposal would respect the character of the area. The proposal would have no impact on the amenity of adjoining neighbours. It is considered that this proposal would respect and enhance the character of the area.

Recommendation: Grant Planning Permission.

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