

Delegated Report

Expiry Date:

09/11/2012

Officer

Angela Ryan

Application Number(s)

2012/4825/A

Application Address

38 Cafe Rouge
Hampstead High Street
London
NW3 1QE

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Removal of existing adverts and replacement with 1 x illuminated fascia sign, 1 x illuminated projection sign and 1 x illuminated sign on the front elevation of existing restaurant and cafe (Class A3).

Consultations

Summary of consultation responses:

N/A

Site Description

The site comprises a three-storey double fronted building that lies to the north east of Hampstead High Street. It is currently in A3 use with a terrace located at first floor level. It lies within a terrace of buildings where the character of the area is a combination of mixed uses e.g., retail, restaurant/café, residential and offices uses.

The site is not listed, but is located within the Hampstead Conservation Area.

Relevant History

Replacement of existing externally illuminated fascia sign with new externally illuminated fascia sign, externally illuminated hanging sign, amenity boards and menus to match existing at restaurant (Class A3) (Ref: 2009/2686/A)

Relevant policies

LDF Core Strategy and Development Policies

Core strategy:

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development policies:

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:

CPG1- Design; Chapter 8

Hampstead Conservation Area Statement 2001

London Plan 2011

NPPF 2012

Assessment

Proposal

Advertisement consent is sought for a replacement of the existing signage which includes two small amenity signs; 2 brass menu cases; one fascia sign; a ground floor awning and one projecting sign.

During the course of the application the scheme has been revised to:

- Omission of the side of the proposed ground floor awning
- Omission of the three awnings proposed at first floor level
- Omission of the ceramic tiles proposed on the front fascia

The fascia sign is proposed to be 3.5m above ground level and measure approximately 0.6m high x 8.5m wide x 0.1m deep in size and is proposed to be externally illuminated with static lighting with a luminance level of 250 cd/m. The sign would advertise 'Café Rouge' which would have individual illuminated red metal lettering affixed to a painted red and white timber base.

The amenity sign to be located on the east elevation of the building will replace the existing sign and will be 2.3m above ground level measuring 0.2m high x 0.5m wide x 0.1m deep. It is proposed to be externally illuminated. The sign will advertise breakfast, lunch and dinner and is proposed to be of red painted lettering on a white timber background. An existing small fascia sign above the amenity sign is proposed to be removed.

The existing hanging sign which is situated centrally above fascia level is to be replaced with a new projecting sign. This sign will 4.6m above ground level, measuring 0.7m high x 0.8m wide x 0.1m deep, it will be externally illuminated on both sides by traditional external illumination methods built into the hanging sign. The sign will be aluminium framed and incorporate white stencilled cut lettering on a tiled faced background.

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 do not obscure any architectural features of the building and are considered to be acceptable in terms of their proportions and designs and are considered to preserve and enhance the character and appearance of the host building and conservation area.

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

Public Safety

The proposed signage will replace existing signage and the locations 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.

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