

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	05/11/2012 and 07/11/2012
		N/A		Consultation Expiry Date:	25/10/2012
Officer			Application Number(s)		
John Nicholls			1) 2012/4749/P and 2) 2012/4750/A		
Application Address			Drawing Numbers		
3 Holly Hill London NW3 6QN			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s) 1) Installation of new shopfront and ventilation grilles to existing retail unit. 2) Display of 1 x externally illuminated fascia sign, and 1 x externally illuminated hanging sign.					
Recommendation(s):		Grant Conditional Permission and Conditional Advertisement Consent			
Application Type:		Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	07	No. of responses	10	No. of objections	10
			No. Electronic	10		
Summary of consultation responses:	<p>A site notice was displayed from 27/09/12 to 18/10/12 and the application was advertised in the press on 04/10/2012.</p> <p>Adjoining owners/occupiers Nine letters of objections have been received which are summarised as follows:</p> <p><u>Design</u></p> <ul style="list-style-type: none"> • The proposed shopfront and illuminated signs do not fit in with the character of a residential street within the conservation area or with the existing street scene; • The new door is unacceptable because it does not match the existing door to the upstairs of the building which adjoins it. • The trough lighting is unacceptable. <p>An officer's comment can be found in paragraphs 2.1 - 2.3 and 4.1 – 4.4.</p> <p><u>Odour</u></p> <ul style="list-style-type: none"> • The ventilation grilles will exhale fumes directly onto Holly Hill. The grilles are fitted immediately below the main sign of the shop. This will mean that the smell of nail varnish will affect residential homes nearby, the UCS junior school which is practically next to the nail bar and associated pedestrian traffic which goes up and down that road. <p>An officer's comment can be found in paragraphs 3.3 - 3.6.</p>					
CAAC comments:	Hampstead CAAC No Objection.					
Site Description						
<p>The property is a ground floor unit in use as a Class A1 retail shop. The property is located on the western side of Holly Hill very close to the cross roads with Heath Street and Hampstead High Street to the south and east. The property is not listed but does lie within the Hampstead Conservation Area.</p>						
Relevant History						
<p>33889 - Installation of a new shop front. – Granted - 09/06/1982</p> <p>CA3405/AD1982 (R1) - 1. Display of externally illuminated (2 spotlights) wooden fascia sign with sign written lettering (3 feet by 11 feet). 2. Display of three internally illuminated box signs behind the shop window (7 inches by 4 feet approx. (2) and 7 inches by 2 feet 6 inches approx.) – Granted - 09/06/1982</p>						

Relevant policies

NPPF - 2012

The London Plan - 2011

LDF Core Strategy and Development Policies (2010)

CS5 – Managing the impact of growth and development

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

DP30 - Shopfronts

Camden's Planning Guidance 2011

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 **Hampstead Conservation Area Statement**

Assessment

1.0 Proposal

- 1.1 The proposal involves the installation of a new timber shopfront, externally illuminated advertisement at fascia level, an externally illuminated projecting sign and a ventilation grille immediately below the fascia.

2.0 Design

- 2.1 The existing shopfront is not considered to make a positive contribution to the conservation area. The main shop window is split with the door centrally located and the fascia sign is overly large and covers part of the shop window.
- 2.2 The proposal involves relocating the existing door from the centre of the shop unit to the right hand side of the window and creating a new rendered stall riser with large shop window. The overly large fascia has been removed and replaced with a row of small windows with glazing bars running across the top of the main shop window and which match the design and proportions of the existing windows adjacent to the shop window and door to the upper parts. This is a welcome change, and is considered to make an improvement to the character and appearance of the property and to preserve and enhance the CA.
- 2.3 The proposed metal louvered grille sits below a much smaller fascia sign. In design terms this is also acceptable.

3.0 Amenity

- 3.1 Amenity concerns have been raised by local residents regarding the fitting of the grilles and the proposed use of the premises as a Nail bar. The application submitted is for alterations to the shopfront and the existing and proposed use both fall within the same A1 retail use class category.
- 3.2 The amenity concerns relate to potential odour nuisance caused as a result of fumes that could potentially be extracted from the shop and out of the extract grille just below the fascia sign.
- 3.3 The proximity of the business to residential homes and a local school have been specifically mentioned as well as pedestrian traffic on the street.

- 3.4 As part of the process of opening a Nail Bar, the applicant will also have to apply for a 'Special Treatments' Licence which requires the applicant to meet many criteria. This Licence application requires the applicant to cover many issues such as Insurance, Conduct of Business, Managing the Business correctly as well as Ventilation.
- 3.5 Given the scale and nature of the business it is considered that the level of fumes is unlikely to give rise to significant odour issues from the grilles.
- 3.6 Therefore, it is considered that the proposal for a new shopfront does not cause any amenity concerns.

4.0 Adverts

- 4.1 The proposed fascia sign is made of Di bond plastic and the projecting sign is Di bond with an aluminium frame. Above both, trough lights are located, in terms of that to the fascia it is discreetly located between the original cornice just above fascia level and the first floor. The trough to the projecting sign has been kept as minimal as and will have minimal visual impact.
- 4.2 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

- 4.3 The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.
- 4.4 It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers as a result of excessive or inappropriate illumination.

Public Safety

- 4.5 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

5.0 Recommendation: Grant conditional permission and express advertisement consent.

DISCLAIMER

Decision route to be decided by nominated members on Monday 5th November 2012.
For further information please click [here](#).