

Delegated Report

Expiry Date:

06/08/2012

Officer

John Nicholls

Application Number(s)

2012/2829/A

Application Address

West Hampstead Railway Station
West End Lane
London
NW6 2LJ

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1 x externally non-illuminated Fascia sign and 1 x externally non-illuminated hanging sign.

Consultations

Summary of consultation responses:

Site Description

The site is the entrance block to West Hampstead Over ground Railway Station located on the western side of West End Lane just to the south of Iverson Road. The station building is a single storey red brick Victoria style station entrance with three entrance arches leading directly into the booking hall.

The site not located within a Conservation Area.

Relevant History

N/A

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)

NPPF 2012

Assessment

Proposal

The application relates to a non illuminated fascia sign with an awning below and one non illuminated projecting sign.

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 fascia sign sits within the most northern of the three existing entrance arches which has a white insert which houses a security shutter which will remain. The outline of the arch will still be visible as the sign sits over the insert and within the arch reveal.

The projecting sign is fitted at fascia level to the brick column between the arches immediately adjacent to the frontage being created. Neither sign obscures architectural features on the building and are 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 residents or occupiers.

N.B. – The use of the land as a food and drink outlet is considered to be permitted development by virtue of Point A.1 (ii), Class A, Part 17 of the Town and Country Planning (General Permitted Development) Order 1995, which allows stations to be create shop units so long as they are within the station and on operational land.

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 as neither sign is illuminated. The height of the awning would not impede pedestrian movement along the footpath.

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.

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