

Delegated Report

Expiry Date:

21/05/2012

Officer

Carlos Martin

Application Number(s)

2012/1544/A

Application Address

57 Hampstead High Street
London
NW3 1QH

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Installation of 1 x externally illuminated fascia sign and 1 x externally illuminated projecting sign to shop (Class A1).

Consultations

Summary of consultation responses:

N/A

Site Description

The application site relates to the ground floor retail (Class A1) premises of a 4-storey mid terrace building located on the west side of Hampstead High Street. The site is not listed but is within a designated town centre and the Hampstead Conservation Area.

Relevant History

8780306: AC refused for the display of an internally illuminated double sided projecting box sign 3' wide x 2' high on the South East pillar of the shopfront. 20/08/1987

26451: pp granted for the installation of a new shop front. 30/06/1978

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

The application relates to an externally illuminated fascia sign and one externally illuminated projecting box sign along with “manifestations” on the glazed shopfront.

The submitted drawings also show the installation of a frosted window, which is not considered an advertisement and would require planning permission. However, the applicant has clarified that it would be frosted vinyl which does not require planning permission.

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 proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The external illumination is considered appropriate for the conservation area.

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