

# Delegated Report

Expiry Date:

13/04/2012

## Officer

Carlos Martin

## Application Number(s)

2012/0848/A

## Application Address

25 Hampstead High Street  
London  
NW3 1QJ

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of an internally illuminated fascia sign and an internally illuminated projecting sign.

## Consultations

Summary of consultation responses:

N/A

## Site Description

The application site relates to the ground floor class A2 premises of a 5-storey mid-terrace building located on the east side of Hampstead High Street. The site is not listed but forms part of the Hampstead Conservation Area.

## Relevant History

**A9601904R1:** AC **granted** for: installation of externally illuminated signage at fascia level. 06/11/1996

**AWX0202754:** AC **granted** for: display of externally illuminated fascia sign, one internally illuminated projecting sign and 2 ATM light boxes. 01/10/2002.

## 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 a 1x internally illuminated built-up lettering fascia sign and 1x internally illuminated projecting box sign.

The proposal has been amended to replace the originally proposed fascia panel with built-app lettering and logo.

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 are considered suitable in terms of proportion and design in relation to the shopfront. The proposed projecting sign would replace an existing internally illuminated projecting sign, though of different design. The signs are considered acceptable in terms of their size, location and method of illumination. Despite CPG advice which discourages internally illuminated signage in conservation areas, it is considered that the internally illuminated lettering to the fascia is acceptable and the internally illuminated projecting sign is acceptable, on the basis that these elements are very small and discreet, do not form obtrusive or prominent features within the streetscene and will preserve the character and appearance of the conservation area. In particular it should be noted that consent has previously been granted for internally illuminated fascias and projecting signs of a similar nature and size along Hampstead High Street, notably at nos. 38 (ref. 2010/0854/A), 19 (ref 2009/5258/A), 42 (ref 2010/6399/A), 40 (ref 2009/5792/A), 12 (2009/3442/A), 38-39 (2009/2686/A) & 81 (2009/1996/A)

### 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 advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

### Disclaimer

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