

Delegated Report

(Members Briefing)

Expiry Date:

13/01/2012

Officer

David Glasgow

Application Number(s)

2011/4738/A

Application Address

2 A, 3A & 4A DOWNSHIRE HILL
LONDON
NW3 1NR

Application Type

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

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

Consultations

Summary of consultation responses:

The Heath and Hampstead Society objected to the proposal on the following grounds:

These properties, although in Business use, are located in a residential area, and not in a shopping street where illuminated signage may be considered acceptable. In Downshire Hill, such garish signage is quite inappropriate. The restrained nature of existing identification signs is sufficient for their purpose.

Officer comment: See paragraph 2.3 below.

Site Description

Three shop fronts on the north-eastern side of Downshire Hill toward the south west end. The buildings are not listed but are located in the Hampstead Conservation Area. Number 2a is noted in the Conservation Area Statement as a 'Shopfront of Merit'.

Relevant History

2011/4482/P - Alterations to shopfront to 2A and replacement of existing shopfronts to 3A and 4A in connection with existing financial and professional services (Class A2). Granted 08/11/2011.

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

1.0 Proposal

- 1.1 It is proposed to replace the existing 1x externally illuminated and 2x non-illuminated fascia signs with 3x halo illuminated fascia signs, and the existing externally illuminated projecting sign with a smaller internally illuminated 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.

2.0 Amenity

- 2.1 The proposed signs will not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The proposed halo illumination of the fascia signs is considered preferable to external lamps in this instance, as it will avoid unnecessary clutter on the narrow fascias.
- 2.2 Timber is generally preferable to powder coated aluminium for use in projecting signs within conservation areas. However, as the proposed projecting sign would benefit from deemed consent when switched off, the impact of the illumination is the primary consideration in the assessment. The small scale, unobtrusive illuminated lettering is not considered to be out of keeping or to harm the appearance of the building, street scene or conservation area.
- 2.3 An objection was received from the Heath and Hampstead Society on the basis that the proposed signage would be unsuited to the primarily residential character of the street scene. Whilst it is accepted that the parade of shops (1a-4a) is unique in the streetscene it does in itself contribute a commercial element to the prevailing character. The proposed signage due to its sensitive design and subtle halo illumination is not considered to have a significantly greater impact upon the character of the streetscene than the existing signage. It is not considered that the proposed signage would be unduly obtrusive in the street scene or disturb residents or occupiers.

3.0 Public Safety

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

4.0 Recommendation

- 4.1 The proposed signage is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework. The application is therefore recommended for approval.

DISCLAIMER

Decision route to be decided by nominated members on Monday 9th January 2012.

For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>