

<b>Delegated Report</b>	<b>Analysis sheet</b>	<b>Expiry Date:</b>	21/01/2011
	N/A / attached	<b>Consultation Expiry Date:</b>	06/01/2010

<b>Officer</b>	<b>Application Number(s)</b>
David Glasgow	(1) 2010/6419/P (2) 2010/6399/A

<b>Application Address</b>	<b>Drawing Numbers</b>
42 Hampstead High Street London NW3 1QE	Refer Draft Decision Notice

<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>

<b>Proposal(s)</b>
P - Replacement of a shopfront to existing shop (Class A1). A - Display of 1 x halo illuminated fascia sign to existing shop (Class A1).

<b>Recommendation(s):</b>	1. Grant Planning Permission 2. Grant Advertisement Consent
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<b>Application Type:</b>	Full Planning Permission Advertisement Consent
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<b>Conditions or Reasons for Refusal:</b>	Refer to Draft Decision Notice
<b>Informatives:</b>	

<b>Consultations</b>
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<b>Adjoining Occupiers:</b>	No. notified	11	No. of responses	00	No. of objections	00
			No. electronic	00		

<b>Summary of consultation responses:</b>	A site notice was displayed on 03/12/2010 expiring on 06/01/2010. No responses were received as a result.
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<b>CAAC/Local groups* comments:</b> *Please Specify	Hampstead CAAC: No response received.
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<b>Site Description</b>
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The site is a ground floor retail unit on the north side of Hampstead High Street near the corner of Bird in Hand Yard. The application relates to the ground floor shopfront. The building is not listed but is located within the Hampstead conservation area.

<b>Relevant History</b>
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There is no relevant history to the present application,

## Relevant policies

### LDF Core Strategy and Development Policies

#### Camden Planning Guidance: December 2006

#### Hampstead Conservation Area Statement

##### Relevant Policies in Camden Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

##### Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

## Assessment

### Proposals

#### Shopfront

It is proposed to replace the existing shopfront with a grey painted timber shopfront of traditional appearance including stall-risers and fan lights. The existing oversized fascia will be reduced to its original proportion and the existing damaged cornice will be made good.

#### Signage

It is proposed to install new halo-illuminated lettering to the new fascia. The sign will include the letters TREVOR SORBIE spanning 2037mm across, 200mm in height and 30mm in depth. The letters will house rear facing LED lights, directed onto the fascia to create subtle halo illumination.

### Design

#### Shopfront

The proposed shopfront is considered to be a high quality sensitive design reflecting the style and detailing of some of the better quality shop fronts in the area and respecting the traditional character of Hampstead High Street. As such it is not considered to harm the appearance of the building the streetscene or the conservation area.

#### Signage

The proposed design, materials, method of illumination, and location of the proposed signage are in accordance with the guidance of the Hampstead Conservation Area Statement, and are not considered to result in harm to the character and appearance of the host building, the street scene or the conservation area.

### Amenity

The proposed shopfront is not considered to have any impact on neighbouring amenity in terms of outlook, sunlight/daylight or privacy.

### Traffic safety

The proposed signage due to its size and location will have no impact on traffic safety.

### Access

The proposed shopfront contains a level door access which satisfies the requirements of the Disability Discrimination Act 1995.

**Recommendation**

- (1) Grant Planning Permission
- (2) Grant Advertisement Consent.

**Disclaimer**

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