

Delegated Report	Analysis sheet	Expiry Date:	05/01/2011
	N/A / attached	Consultation Expiry Date:	N/A

Officer	Application Number(s)
David Glasgow	2010/6048/A

Application Address	Drawing Numbers
26 Heath Street London NW3 6TE	Refer draft decision notice.

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal(s)
Display of 3 x externally illuminated fascia signs and 1 x externally illuminated projecting sign to front elevation of existing shop (Class D1).

Recommendation(s):	Grant Advertisement Consent
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Application Type:	Advertisement Consent
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Conditions or Reasons for Refusal:	Refer to Draft Decision Notice
Informatives:	

Consultations

Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		

Summary of consultation responses:	N/A
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CAAC/Local groups* comments: *Please Specify	N/A
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Site Description

The site is a ground floor corner shop located in the eastern side of Heath Street. Heath Street is a commercial shopping street typified by traditional shop fronts and subtly illuminated or non illuminated signage. The building is not listed but is located within the Hampstead Conservation Area.

Relevant History

AW9902821 - The display of three externally illuminated fascia signs and two externally illuminated projecting signs, as shown on drawing numbers; E0831 - 1 revision 1. Granted 29/11/1999

AWX0202333 - Replacement of existing illuminated signage with 3 externally illuminated fascia panels and 2 externally illuminated projecting signs. As shown on drawing numbers: HAMP01/G; code/ld, Code/1d1. Granted 06/08/2002

Relevant policies

LDF Core Strategy and Development Policies

Camden Planning Guidance: December 2006

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

Other Material Considerations

PPG19 Outdoor Advertisement Control

Assessment

Amendments

As originally submitted the signage was to be of glossy plastic construction and internally illuminated. The proposal was amended to be externally illuminated and include g.r.p. plastic to give an appearance similar to timber, in order to be more in keeping with the traditional character of Heath Street.

Proposal

It is proposed to replace the existing non illuminated fascia signs and projecting sign with externally illuminated signage of similar dimensions with the branding of the new proprietor. The proposal includes three separate fascia signs measuring 0.8m x 0.56m located on the three angled fascias of the shop and one projecting sign measuring 0.65m x 0.65m x 0.9m . The signs are to be constructed using g.r.p. material which is a type of vinyl, cut and painted to replicate the appearance of timber.

The signs will be externally illuminated via trough lighting above and include the 'Boots' logo and individually mounted non illuminated lettering spelling 'Opticians' and 'Incorporating Donald and Aitchison' .

Design

The signage is considered to respect the traditional character of Heath Street the building on which it is located and the Hampstead Conservation Area. The size, design and method of illumination are all in accordance with CPG and the Hampstead Conservation Area Statement.

Highway Safety

It is not considered that the signage would pose a risk to highway safety.

Recommendation

Grant Planning Permission.

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