

Delegated Report		Analysis sheet		Expiry Date:		01/07/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Hannah Parker				2010/2139/A			
Application Address				Drawing Numbers			
95 Haverstock Hill London, UK NW3 4RL				See Decsion Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Advertisement consent to display an externally illuminated fascia sign, an externally illuminated projecting sign and awning to an existing shop (Class A3).							
Recommendation(s):		Grant Advertising Consent					
Application Type:		Advertisement Consent					
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					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/A					

Site Description

The application site refers to a three storey building on the south side Haverstock Hill. The ground floor premises refers to a retail unit and the upper floors are residential.

Relevant History

CA/1569/1970

95 Haverstock Hill, N.W.3 An internally illuminated fascia sign to read 'The Mango Tree' in black lettering, on a white background. Length 8'6" (2.59m), depth 1'3" (0.37m) average overall height above ground 12'3" (3.73m). Granted 20/08/1970

CTP/G9/13/25/9001

The change of use of the ground floor and basement from a wholesalere to a restaurant and the installation of a new shop front to No. 95, Haverstock Hill, N.W.3

Granted 07/07/1970

Relevant policies

Replacement Unitary Development Plan 2006

B1 – General Design Principles

B4 - Shopfronts, advertisements and signs

B7- conservation area

SD6 – Amenity for occupiers and neighbours

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

CS1 Distribution of Growth

CS5 Growth Areas

CS14 Promoting high quality places and conserving our heritage

DP24 Securing High Quality Design

DP26 Managing the impact of the development on occupiers and neighbours

DP30 Shop fronts

Assessment

Proposal

The application is for the erection of a fascia, a projecting sign and lettering on the existing awning.

Main Considerations

- Impact on host building and the conservation area
- Public Safety

Impact on host building and the conservation area

Camden's planning guidance states that if illumination is proposed in a conservation area, it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting.

The fascia board, projecting sign will be lit through external spot lights. The signage design is simple and integrates successfully with the form and setting of the host building. The scale and detail is considered to be of a high standard in order to respect the character and appearance of the conservation area. The existing awning signage will be updated with light lettering on a dark background. This element is not considered contentious. The signage and level of illumination is considered acceptable compliant with policies B4 and B7 of the London Borough of Camden Unitary Development Plan.

Public Safety

Given that the signage is static and is adequately placed above street level and is therefore considered that the signage would have minimal negative impact upon highway safety; both in terms vehicular and pedestrian movements.

Recommendation: Grant Advertising Consent

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