

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>06/04/2010</b>	
		N/A / attached		<b>Consultation Expiry Date:</b>			
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2010/0854/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
38 Hampstead High Street London NW3 1QE				Site Location Plan; C-34857-1B			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of 1 part-internally part-externally illuminated fascia sign and 1 part internally illuminated hanging sign to shop (Class A1).							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>	
			No. electronic	<b>00</b>			
<b>Summary of consultation responses:</b>	-						
<b>CAAC/Local groups* comments:</b> *Please Specify	-						

## Site Description

The application site lies on the north eastern side of Hampstead High Street. It is on the ground floor of a four storey building which comprises retail units at ground floor with commercial space above.

The site is not listed but is within the Hampstead Conservation Area.

## Relevant History

2004/5016/P - The installation of a new shopfront to the ground floor retail unit. *Withdrawn* [02/12/2004]

2005/0735/P - The retention of a new shopfront to the ground floor retail unit. *Granted* [05/07/2005]

## Relevant policies

### London Borough of Camden Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours

B1 General design principles

B4 Shopfronts, advertisements and signs

B7 Conservation Areas

### Camden Planning Guidance 2006

#### Hampstead Conservation Area Statement

*The following policies in the draft LDF Core Strategy and Development Policies documents have been taken into consideration:*

*CS1 – Distribution of Growth*

*CS5 – Managing the impact of growth and development*

*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*

*DP30 - Shopfronts*

*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.*

## Assessment

### Proposal:

Advertisement consent is sought for the replacement of the existing external signage which comprises: one fascia sign and one projecting sign.

The fascia sign is proposed to be 5380mm x 565mm x 80mm in size and is to be part internally illuminated with a luminance level of 450cd/m. The sign would be made of aluminium and acrylic and consist of illuminated white text on a non-illuminated blue background. The sign would display the 'O2' logo and associated branding.

The projecting sign is proposed to be 650mm x 650mm x 120mm in size and is to be part internally illuminated to a level of 450cd/m. As with the fascia sign, the projecting sign would be made of aluminium and acrylic and consist of illuminated white text (the O2 logo) on a non-illuminated blue background.

### Assessment:

London Borough of Camden UDP 2006 advises that advertisements need to respect the predominant character of the neighbourhood. This is reiterated in Camden's Planning Guidance which states that signs should integrate with form, fabric design and scale of the host building/setting.

The impact of the proposal on the host building, the character and appearance of the conservation area, highway/community safety and the amenities of neighbours are the main points for consideration.

The fascia sign is proposed to replace an existing externally illuminated fascia sign of similar size, position and design. The projecting sign is also proposed to replace an existing non illuminated projecting sign of similar size and position albeit with a different hanging method.

The size and position of the fascia and projecting signage is considered acceptable as it replaces signage of similar dimensions and position and as such will not have a detrimental impact upon the aesthetics of the host building nor will the character or appearance of the surrounding Hampstead Conservation Area be affected.

The illumination of the signage is considered acceptable, despite the Hampstead Conservation Area Statement discouraging the use of internally illuminated fascia signs, on the basis that only the O2 logo is to be illuminated and as such it is not considered that this will have a detrimental impact on the host building or wider streetscene. Furthermore, the existing method of external illumination is to remain in place providing subtle downlighting to the non-illuminated part of the fascia sign. This will result in the fascia sign being similar in appearance to the existing with the O2 logo being internally illuminated.

As the proposed signage is similar in appearance to the existing, with unobtrusive lighting, there is considered to be no impact on highway or community safety, nor the amenity of neighbours.

**Recommendation:** Grant Advertisement Consent

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