

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	17/03/2010
		N/A / attached		<b>Consultation Expiry Date:</b>	N/A
<b>Officer</b>			<b>Application Number(s)</b>		
Aysegul Olcar-Chamberlin			2009/5416/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
C2 Clinic 11 Heath Street Hampstead London NW3 6TP			See 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>					
Display of one internally illuminated fascia sign and one internally illuminated projecting sign.					
<b>Recommendation:</b>		Refuse Advertisement Consent			
<b>Application Type:</b>		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	None					
CAAC/Local groups* comments: *Please Specify	None					
<b>Site Description</b>						
<p>The application relates to a four-storey terraced property which forms part of a shopping parade in the town centre on the west side of Heath Street in the Hampstead Conservation area. The ground floor of the property has a dry cleaner (class A1). The upper floors of the property are occupied as a Class D1 clinic. The site is located within 5m from a Grade II* listed building (13 a Heath Street) in this shopping parade.</p>						
<b>Relevant History</b>						
<p><u>Application Property:</u></p> <p><b>2004/3446/A</b> – Advertisement consent was granted on 28/09/2004 for the display of halo illuminated fascia sign to the ground floor shopfront.</p> <p><b>2004/3749/A</b> – Advertisement consent was granted on 19/10/2004 for the display of externally illuminated ground floor projecting sign and refused for the display of externally illuminated 1st floor facade sign. The reason for refusal: <i>“The proposed 1st floor facade sign, by reason of its design, size, location and method of illumination, would create additional visual clutter in a prominent location at upper floor levels and would be detrimental to the appearance of the building and the character and appearance of the conservation area.”</i></p> <p><u>Neighbouring properties:</u></p> <p><b>23-27 Heath Street</b> (Tesco)– Advertisement consent was granted on 19/01/2007 for the display of internally-illuminated fascia and projecting sign (only lettering internally illuminated) ( ref: 2006/4985/A).</p>						

## Relevant policies

### Camden Replacement UDP 2006

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B4 – Shopfronts, advertisements and signs

B7 – Conservation areas

### Camden Planning Guidance 2006

Advertisement and Signs

Shopfronts

### Hampstead Conservation Area Statement

## Assessment

### Proposal

The proposal seeks consent for displaying one internally illuminated fascia sign (1.32m X 1.025m) above the entrance door and one internally illuminated projecting sign (0.7m X 0.8m) to advertise the premise on the upper floor levels (following the removal of the existing projecting sign). The fascia sign would be of opal acrylic with aluminium stove. The proposed projecting sign would be double sided and would be of aluminium stove with acrylic backing for letters and logo.

### Design and Appearance

Policy B4 states advertisements and signs should respect the appearance of the buildings and predominant character of the area in terms of position, design, size, materials and cumulative affects and should not obstruct or damage to important architectural features.

Additionally, paragraph 3.45 of policy B4 advises that within conservation area, specially designed advertisements such as painted fascia signs and traditional hanging signs on business premises can enhance the character and appearance of the area and the design and siting of advertisements should contribute positively to the appearance and character of the area.

Both Camden Planning Guidance and Hampstead Conservation Area Statement puts limitation on advertisements and signs in terms of positioning and illumination detailing and recommends the following:

- advertisements will only be acceptable at a height no greater than fascia level because advertisements above fascia level can appear visually obtrusive and unattractive.
- internally illuminated box signs will be discouraged.
- illumination should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting.

The existing shopfront is largely glazed below the fascia and still has some traditional features such as pilasters, cornice and cobels. The existing shopfront has an existing internally illuminated fascia sign (only lettering internally illuminated) and an externally illuminated projecting sign (500mm x 500mm). On the shopping parade which the application property forms part, a number of shopfronts have retained most of their original features and have traditional signs and signs with small illuminated letters. The existing projecting signs in the area are modestly scaled.

The proposed fascia sign would be internally illuminated by backlighting via fluorescent tubes and would block the fanlight to the door as its bottom part would extend approximately 80cm beyond the bottom line of the existing fascia. The proposed fascia sign would read as an additional fascia sign to the shopfront which would be unusual, non-traditional and dominate the shopfront. The proposed illumination detailing of the proposed fascia sign would be contrary to the Council's guidance as it would not be restricted to the letters and logos only.

The proposed projecting sign would have a dept of 150cm which would be 50cm deeper than the existing projecting sign. It would also be 20cm wider and 30cm higher than the existing projecting sign. The proposed projecting sign would be installed at a higher position than the existing projection just behind the cobel on the north side of the shopfront and internally illuminated by fluorescent tubes. The proposed projecting sign by reason of its size and positioning would obstruct the views of the coble detailing when seen from the south end of Heath Street. Although the proposed illumination details of the projecting sign would be contrary to the Council's guidance, it would appear that only the lettering would be illuminated.

Proposed additional fascia sign and projecting sign by reason of their design, positioning, size and illumination would dominate and clutter the shopfront and draw undue attention to themselves. The proposed signs would also upset the balance of this traditional shopfront and would harm the appearance and character of the existing shopfront and the wider conservation area contrary. Therefore, the proposal is considered to be unacceptable in design terms and contrary to policies B1 and B4b of the UDP and advice contained in Camden planning guidance on shopfronts and advertisements.

### **Amenity and Public Safety**

The proposed signs, by reason of their positioning, size and illumination details would not be likely to harm the amenities or present conditions prejudicing pedestrian and traffic safety.

**Recommendation:** Refuse consent.

### **Disclaimer**

***This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613***