

Delegated Report		Analysis sheet		Expiry Date:		04/03/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Katrina Christoforou				2009/5769/A			
Application Address				Drawing Numbers			
196 - 198 Haverstock Hill London NW3 2AG				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Retention of internally illuminated fascia sign, internally illuminated projecting sign and canopy awnings to front of restaurant (A3 Use Class).							
Recommendation(s):		Grant advertisement 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:		Consultation not required.					
CAAC/Local groups* comments: <small>*Please Specify</small>		Consultation not required.					

Site Description

The site is located on the north east side of Haverstock Hill in the local neighbourhood centre beside Belsize Park Tube Station. The unit forms part of the shopping parade at ground floor level. Above the parade is the recessed Allingham court which contains a number of residential flats. The opposite side of Haverstock Hill is within the Belsize Park Conservation Area and the terrace from the tube station southwards is within the Parkhill Conservation Area but the application site itself is not within either.

Relevant History

9200156: Change of use from retail to restaurant and bakery on ground and mezzanine floor. Planning permission refused 21/05/1992.

9201233: Continued use of ground and mezzanine floor as cafe/ Restaurant. Planning permission granted 21/01/1993.

P9602310: Installation of new shopfronts with opening doors. Planning permission granted 12/09/1996.

A9602662: Display of advertisement on canopy, each measuring 1.5 m x 5 m externally illuminated by 8 cowl lights. Advert consent granted 16/10/1996.

AWX0203157: Display of externally illuminated lettering at fascia level. Advert consent granted 29/01/2003.

Relevant policies

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

Assessment

The proposal is for the retention of an internally illuminated fascia sign, and internally illuminated projecting sign and two retractable canopies on the shopfront of the A3 restaurant premises. The fascia sign is 0.84m high by 11.62m in length and 0.10m deep. It is constructed of aluminium face panels with fret cut logo graphics and orange acrylic. The projecting sign is located at fascia level and is 0.84m wide by 0.57m tall and 0.15m deep. According to the drawings it projects approximately 1m from the shopfront, however, in reality the sign appears to be smaller than the measurements given on the drawings. The lettering and pattern on both signs is internally illuminated. The signs are considered to be appropriately sized and located on the shopfront. Only the lettering/pattern is illuminated and is on an un-illuminated background. The signs replace similar illuminated signs granted permission in 2003. There are other examples of similar signage in the parade. The signage is therefore considered to be in accordance with policy.

The retractable canopies are already installed on the shopfront below the fascia sign and the proposal is to replace the fabric canopies only. The canopies are each approximately 5m wide displaying graphics and details of the products sold. The casing is minimal and does not project from the shopfront. The canopies are fairly large and extend approx 2-3m across the forecourt. At their extent the canopies are fairly low in relation to ground level. However, as they are located over the private forecourt and they would not obstruct pedestrian movement on the pavement. The majority of the neighbouring properties in the parade have similar canopies and the proposal is to replace the fabric canopies granted permission in 1996.

The character and appearance of the host property, the parade and neighbouring conservation areas is therefore considered to be preserved in accordance with policies B1, B4 and B7.

Recommendation:

Grant advertisement consent.

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