

Delegated Report		Analysis sheet		Expiry Date:		03/07/2009	
		N/A / attached		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Elizabeth Beaumont				2009/1996/A			
Application Address				Drawing Numbers			
Hampstead Post Office 81 Hampstead High Street London NW3 1QL				Please refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of an internally illuminated projecting sign, non-illuminated fascia sign and associated minor signage.							
Recommendation(s):		Grant					
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:	N/A						
Site Description							
The site is located on the south side of Hampstead High Street opposite the junction with Gayton Road. Perrin's Lane is positioned to the west and Prince Arthur Road is to the east. The site is within the Hampstead Conservation Area but is not a listed building. The site comprises a two storey building constructed in the 1970s with projecting windows at first floor level and an aluminium shopfront currently in use as a post office.							
Relevant History							
07/11/2007 – p.p. granted (2007/2532/P) for installation of 3 air conditioning units at first floor level to the rear elevation of the existing Post Office.							

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

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

Assessment

Proposal

Permission is sought for the installation of an internally illuminated projecting sign and a non-illuminated fascia sign. The projecting sign would be installed on the fascia above the existing shopfront. The projecting sign is double sided with a white face, red logo and white lettering attached to the sign. The lettering is halo illuminated by internal LEDs. Only the lettering of the sign will be illuminated. The maximum height of the lettering is 0.1m. The sign would measure approximately 0.8m wide, 0.76m long and 0.09m deep and would be hung at a height of 3.1m above the pavement.

The non-illuminated fascia sign would be installed above the existing shopfront at a height of 3.29m above the pavement. The fascia is white with red text and the red logo 'post office' sign. The maximum height of the lettering and symbols is 0.25m. The fascia would measure 0.6m high, 9.9m wide and 0.05m deep.

Minor alterations include a window block out graphic and three service panels to be applied to the shopfront. These alterations would not require advertisement consent and as such are not considered as part of this application.

Design

The shopfront is constructed with heavy horizontal aluminium glazing bars. The Hampstead Conservation Area Statement states 'the strong horizontal emphasis and lead-clad projecting windows the 1974 Post Office strike a jarring note'. The shopfront is described as a feature which detracts from the character of the area and would benefit from enhancement.

The proposed fascia will be installed above the windows of the shopfront below the projecting windows. The fascia will not extend across the full width of the shopfront ensuring that part of the brick façade is visible. It is considered that the style and proportion of the fascia relates well to the existing building. The proposal would not obscure or damage any existing architectural features. The lettering and symbol on the sign is considered to be proportionate to the scale of the shopfront. The use of aluminium is considered appropriate in this proposal given the context of the existing shopfront. It is considered the proposed fascia would not harm the character of the existing building or the character and appearance of the wider conservation area.

The proposed projecting sign will be positioned inline with the fascia. The lettering related well to the existing shopfront. It is considered the sign is of an appropriate scale and design which relates well to the existing building. It is considered the proposed sign would not harm the character of the existing building or the character and appearance of the wider conservation area.

Camden Planning Guidance specifies that the type and method of illumination should be sympathetic to the design of the building on which it is located. The proposed 'halo' internally illuminated sign is considered a discreet method of illumination and only the lettering will be illuminated. It is considered the projecting sign has been sensitively positioned and would not harm the special architectural or historic interest of the building or character and appearance of the Hampstead Conservation Area.

Amenity: The proposed form of illumination would not be flashing or intermittent. It is considered the proposed illumination would not become unduly dominant in the streetscene or disturb adjoining residents at night or cause safety hazards to drivers.

Recommendation: Grant Advertisement Consent

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