

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>02/02/2007</b>	
		N/A		<b>Consultation Expiry Date:</b>		n/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Sheri Waddell				2006/5645/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
21 Heath Street London NW3 6TR				Refer to draft decision notice.			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		<b>Date:</b>		
<b>Proposal(s)</b>							
Display of 'halo' illuminated fascia signs to front, corner and side elevations, plus one non-illuminated projecting sign to front elevation of existing Class A2 unit.							
<b>Recommendation(s):</b>		<b>Grant conditional advertisement consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions:</b>		Refer to Draft Decision Notice					
<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>	
<b>Summary of consultation responses:</b>	No consultations undertaken.						
<b>CAAC/Local groups comments:</b>	None received.						
<b>Site Description</b>							
Estate agency [Class A2] on the ground floor of a 4-storey building on the corner of Heath Street and Yorkshire Grey Place. The shopfront has elevations to both frontages, and a central splayed entrance. There are existing fascia signs on both frontages and above the entrance, and a hanging projecting sign adjacent to the door. Within the Hampstead CA.							
<b>Relevant History</b>							
None							
<b>Relevant policies</b>							
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 <u>taken as a whole</u> together with other material considerations.							
<b>Replacement UDP 2006</b>							
S1/S2 – sustainable development							
B1 – general design principles							
B4b – advertisements and signs							
B7 – conservation areas							
<b>Supplementary Planning Guidance (2006)</b>							
<b>Hampstead Conservation Area Statement</b>							

## Assessment

Proposal is to replace existing fascia signage with halo illuminated signs of a very similar scale and appearance. These are in accordance with policy and design guidelines – they are appropriately located on the building and of acceptable form/proportions. The property is within a conservation area, but halo illumination of these small scale signs in this location preserves the character and appearance of the CA. The existing hanging sign will be replaced by a similar non-illuminated hanging sign.

**Recommendation: Grant consent**

### **Disclaimer**

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