

Delegated Report	Expiry Date: 28/04/2014
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Officer	Application Number(s)
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Tessa Craig	2014/1510/A
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Application Address	Application Type
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Hampstead Post Office 81 Hampstead High Street London NW3 1QL	Advertisement Consent
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1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)
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			Grant Advertisement Consent
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Proposal(s)

Display of non-illuminated fascia sign, relocation of projecting sign to front elevation and ATM/cash machine signage (Automated Teller Machine).

Consultations

Summary of consultation responses:	n/a
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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

2014/1462/P - Installation of new shopfront, including the relocation of ATM/cash machine (Automated Teller Machine), being processing in conjunction with this application.

03/07/2009- advert consent granted (2009/1996/A) for display of an internally illuminated projecting sign, non-illuminated fascia sign and associated minor signage.

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

LDF Core Strategy and Development Policies

- CS5 – Managing the impact of growth
- 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

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to a fascia sign which is full width across the shop front, one non-illuminated projecting sign and an ATM surround to be relocated. The fascia is non-illuminated, 16.6m wide and 0.71m in height and is white with red lettering and a red strip along the bottom. The projecting sign is 0.8m wide and 0.76m high and white with red lettering to be located at approximately 3.2m above ground level. The ATM will be moved from the left hand side of the shop front to the right and includes a red surround which is illuminated from the inside.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The projecting sign and the ATM have a very similar appearance to the existing ATM and projecting sign, but will be located at opposite ends than the current shopfront. The fascia is considered acceptable in terms of design, being non-illuminated and consistent with the proposed design of the shopfront.

The fascia and projecting sign are non-illuminated and follow the CPG guidance in terms of shopfronts and advertisements. The back-lit ATM is considered acceptable in the context of a high street and given there are no residential properties in close proximity to the site. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.