

Delegated Report		Analysis sheet		Expiry Date:		28/04/2014	
		N/A		Consultation Expiry Date:		03/04/2014	
Officer				Application Number(s)			
Tessa Craig				2014/1462/P			
Application Address				Drawing Numbers			
Hampstead Post Office 81 Hampstead High Street London NW3 1QL				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Installation of new shopfront, including the relocation of ATM/cash machine (Automated Teller Machine).							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	06	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		The proposal was advertised in Ham & High on the 13 th March 2014 and a site notice was erected at the site on the 7 th March 2014. Six neighbouring properties were notified of the proposal by post.					
CAAC/Local groups* comments: *Please Specify		Hampstead CAAC – no comments received.					

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

2014/1510/A- Display of non-illuminated fascia sign, relocation of projecting sign to front elevation and ATM/cash machine signage (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

Local Development Framework

CS4-Areas of more limited change

CS14-Promoting high quality design and preserving our heritage

CS17-Making Camden a safer place

DP17 Walking, Cycling and Public Transport

DP21 Development Connecting to the Highway Network

DP24 Securing High Quality Design

DP25-Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP29 Improving access

DP21-Development connecting to the highway network

Camden Planning Guidance

CPG 1-Design

CPG 6-Amenity

Hampstead Conservation Area Statement

Assessment

Proposal

Planning permission is sought for installation of a new shopfront, including the relocation of an ATM/cash machine. The shopfront currently includes an ATM on the left hand side and a projecting sign on the right hand side, no fascia sign is included as part of the current shop front. The proposal will involve relocation of the projecting sign to the left hand side of the shop front, relocation of the ATM to the right hand side of the shopfront, a fascia sign across the width of the building (16.6m wide), with a height of 0.71m and being white background with a narrow red strip along the bottom and 'post office' on the left hand side, 'post office' above the door and 'postoffice.co.uk' on the right hand side, all in red. The fascia will cover the high level strip windows. Four of the large windows will be covered in block out vinyl over the full length, whilst two will be half covered.

Assessment

The main considerations in relation to the proposal are the design and impact on the conservation area, and the impact on amenity. These points are considered below.

Design

The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy DP24 are relevant to the application: development should consider the character, setting, context and the form and scale of neighbouring buildings, and the quality of materials to be used.

The proposal is considered acceptable in design terms, being similar to the existing shopfront with changes to the location of the projecting sign and ATM and the inclusion of the fascia and vinyl covering the windows. The proposal is considered acceptable in the context of the host buildings and the surrounding character along the High Street.

Amenity

There are no concerns in terms of amenity. The ATM machine includes illumination but it is considered acceptable in a high street and there are no nearby residential properties which would be affected by the proposal. The projecting sign which advert consent has been applied for (2014/1510/A) is non-illuminated and therefore deemed acceptable.

Recommendation: Grant Planning Permission