

Delegated Report	Analysis sheet	Expiry Date:	14/03/2017
	N/A / attached	Consultation Expiry Date:	N/A

Officer	Application Number(s)
Oluwaseyi Enirayetan	2017/0247/A

Application Address	Drawing Numbers
187-199 West End Lane London NW6 2LJ	Please refer to final decision notice

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal(s)

Display of internally illuminated hanging box sign.

Recommendation(s):	Refuse Advertisement Consent
Application Type:	Advertisement Consent
Conditions or Reasons for Refusal:	Refer to Decision Notice

Site Description

The application site is currently being redeveloped and is located within the West Hampstead Town Centre. The site is sandwiched in-between railway tracks to north and south with West Hampstead Station directly north. It is not within a conservation area.

The proposal relates to one of the ground floor units under construction which is to be occupied by Marks and Spencer; it is in a prominent location on the western side of West End Lane.

Relevant History

2011/6129/P - Redevelopment of site to create seven new buildings between five and twelve storeys in height to provide 198 residential units (Class C3), retail, financial and professional services and food and drink floorspace (Class A1, A2, A3 and A4), flexible employment/healthcare floorspace (Class B1/D1) along with associated energy centre, storage, parking, landscaping and new public open space (existing buildings to be demolished).(Class B1/D1) along with associated energy centre, storage, parking, landscaping and new public open space (existing buildings to be demolished).
GRANTED 30/03/2012

2016/5707/A - Display of 2 internally illuminated ('halo' effect) fascia signs, 1 internally illuminated (lettering only) projecting sign, and 4 non-illuminated, vinyl signs applied externally to glazing.
GRANTED 10/01/2017

Relevant policies

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

National Planning Policy Framework 2012

Paragraphs 56-58 (requiring good design)

The London Plan 2016

Policy 7.4 - Local character

LDF Core Strategy Policies (2010-2025)

CS5 Managing the impact of growth and development

CS17 Making Camden a safer place

Development Policies (2010-2025)

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2011 (as amended)

CPG1 (Design) – Chapters 7 & 8

CPG6 Amenity 2013

Fortune Green & West Hampstead Neighbourhood plan (September 2015)

Policy 2 – Design and Character

Draft Camden Local Plan 2016

A1 Managing the impact of development

D1 Design

D4 Advertisements

The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

1 Proposal

- 1.1 The application relates to signage on a corner/side elevation of a ground floor retail unit. The proposal is for an additional internally illuminated hanging box sign in-between the brick piers.
- 1.2 Advertisement consent considerations: 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
- 1.3 The halo internally illuminated hanging box sign would measure 0.74m (H) x 2.92m(W) x 0.10m (D). The proposed letters is a 3D steel letters spray painted jet black 100% gloss, staining M&S. The letters would be internally illuminated and the luminance level would not exceed 600 candelas/sqm. The sign would be powder coated in colour signal white with stove enamelling to match, in a matt finish.
- 1.4 **Background and Revision:**
Advertisement consent was previously submitted and approved under ref: 2016/5707/A for display of signs on the East elevation. The application had included a sign on the south elevation, but the applicant was advised that this was unacceptable; it was removed from the application and advertisement consent was subsequently granted for the east elevation sign. This application is seeking advert consent for the hanging sign on the south elevation that was omitted from the previous application. Officers have made suggestions about revisions to the design to overcome the concerns raised about visual clutter, however, the applicant advised that they did not wish to amend the design.

2 Visual Amenity

- 2.1 CPG1 Design states that hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level. Further stating, signs that are unsympathetically designed can cause significant harm to the building and the local townscape, therefore signs should relate well to the character, scale and architectural features of the building.
- 2.2 The proposed hanging sign would be located in-between the brick piers of the colonnade on the south elevation fronting the railway. Whilst permission was granted for similar works on the east elevation, this was considered acceptable because it was the front/principal elevation in the middle pier and the most prominent place to display the sign. The proposed location for the south elevation sign would impact on the character and appearance of the host building by interrupting the gaps in-between the brick piers on this prominent corner. Furthermore, it would reduce the sense of depth to the colonnade, and disrupt its proportions as the location of the sign within the first bay would add visual clutter to this feature on an important corner position. The southern elevation is a secondary elevation to this building, signage should reflect this. The proposed sign is considered to be overly prominent and would be detrimental to the host property and the wider area.
- 2.3 References have been made to retail units along West End Lane on corner sites with secondary signs to the side elevation. Whilst we acknowledge this, and are not against signage on two elevations, the retail units referred to do not have secondary signage in-between columns, they are mainly on the fascia level or hanging signs in level with the fascia. Also, the retail unit of the application site is set back within a colonnade, for which there are no precedence in the area.

3 Public Safety

3.1 It is not considered that the sign would cause any significant harm to public safety and is considered acceptable in this aspect.

4 Conclusion

4.1 The internally illuminated advertisement by reason of its prominent location would result in an incongruous addition which would be detrimental to the character and appearance of the host building and street scene.

5 Recommendation

5.1 The proposed internally illuminated sign by reason of its location would create visual clutter and have a detrimental impact on the character and appearance of the building and the wider area contrary to Core Strategy Policy CS5, Development Policy DP24 of Camden's Local Development Framework, Policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan and policies A1, D1 and D4 of Camden Local Plan Submission Draft 2016 and the application is therefore recommended for refusal.