

Application ref: 2022/0096/A
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Blackdog
Bury Barn
Brent Pelham
SG9 0AN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**48 Rossllyn Hill
London
NW3 1NH**

Proposal:

Display of one internally illuminated brass framed menu box, one non illuminated fascia sign and one non illuminated hanging sign (Retrospective).

Drawing Nos: Site Location Plan (as part of drawing PR 03); PR 03 Revision B; Brass Menu details from Goodwin & Goodwin (x 2 pages).

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting advertisement consent:

The application relates to a building built as the Rosslyn Arms public house in 1869. It is within the Hampstead Conservation Area and is identified as a building which makes a positive contribution to the character and appearance of the area.

The proposal is for the display of one internally illuminated brass framed menu box as well as one non illuminated fascia sign and one non illuminated hanging sign. Works have already been implemented and they are therefore retrospective.

Advertisement consent was granted on 18th June 2013 (2013/1673/A) for the display of two internally illuminated menu boards to existing shopfront measuring 0.7m x 0.3m. This was not implemented at the time. The proposed menu box would measure 0.48m x 0.38m.

The proposed signage would not obscure any architectural or historic features of the host property, nor detract from the character and appearance of the wider Hampstead Conservation Area.

Additionally, the proposed signage would not have any adverse impact on the public highway nor be harmful to public safety in accordance with the Camden

Planning Guidance and would not have any adverse impact on public amenity.

Overall, therefore, the proposed signage is considered to be acceptable in terms of its size, design, colour, materials, position, and methods of fixing.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer