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Planning Department
Camden Council
5 St Pancras Square
London
N1C 4AG

7th September 2023

Our Ref.23/202
Via Planning Portal

Dear Sir/Madam,

ADVERTISEMENT APPLICATION | 40 ROSSLYN HILL, LONDON, NW3 1NH

Iceni Projects has been instructed by Vakrat Limited ('the Applicant') to prepare and submit an advertisement consent application for signage at 40 Rossllyn Hill, London, NW3 1NH ('the Site').

The application relates to two items of signage, both identifying the name of the building's occupant 'Vakrat', detailed as follows:

- A wall-mounted projecting sign of dimensions 300mm x 1000mm, which has already received Listed Building Consent (LBC) (LPA ref. 2022/3002/L);
- Three signs that are affixed to the railings of the external windows and have already been installed. Therefore, this application seeks retrospective consent for these signs. A listed building consent application has also been submitted for consideration under separate cover. The installed railing signs all have dimensions of 3000mm x 250mm, and are fixed to the metal window railings on the front elevation, in the same arrangement as historic 'Lloyds Bank' signs which are known to have existed here until relatively recently. The signs are specifically mounted onto a pre-existing sign backing which is present on each railing.

The following documents have been submitted in support of this advertisement application:

- Application form;
- This Covering Letter;
- Heritage Statement; and
- Proposed Elevations and External Sign Drawings

The application fee of £130.00 has been paid online via the planning portal.

Site Background and Key Considerations

The Site is located on the corner of Rossllyn Hill and Pilgrim's Lane, within the administrative boundary of the London Borough of Camden (LBC). The site is located within Hampstead and comprises the ground and lower ground floors of the former Lloyds Bank Building at no. 40 Rossllyn Hill.

The site is bounded by Rosslyn Mews to the west. No. 40 Rosslyn Hill forms part of an L-shaped terrace which includes the Bank building (the site) and two houses at nos. 1 and 3 Pilgrim's Lane. With regards to heritage designations, the site is Grade II* Listed, and is located within the Hampstead Conservation Area.

Relevant Planning history

The site benefits from an extant listed building consent for the proposed projecting signage at the site, which was approved on the 3rd of December 2022. The details of the relevant application are outlined below:

- Ref. 2022/3002/L – An application for Listed Building Consent for proposed internal works including the creation of an ambulant W.C, the installation of partitions and new plumbing services, the replacement of light fittings, fit out of WCs and other works.

Following the granting of this application, the applicant now seeks advertisement consent for the approved projecting sign and installed railing signs.

Key Considerations

The following matters are regarded as the key considerations in respect for advertisement consent to a listed building, and are considered in turn below:

- Amenity Considerations;
- Public safety Considerations; and
- Heritage.

Amenity Considerations

The sign would identify the occupier of the building and would not be illuminated so as to pose no amenity issues to the nearby flats. The position of the signs have been informed by the architectural lines of the building to ensure that it integrates with the building, and the signage that was previously present, such as the former Lloyds railing signs.

The positioning of the proposed wall-mounted projecting signage has been designed to be in line with the positioning of the approved consent and maintains the same dimensions and proportionate and scale. Therefore, the proposals are also considered to be visually acceptable and in accordance with Policy D4 (Advertisements) and D1 (Design).

Overall, the signs would be of a high-quality material that compliments the building and would have a positive impact upon amenity and the setting of the Listed Building within the Hampstead Conservation Area

Public safety Considerations

The proposed wall mounted sign would be positioned at heights of between 1220–3910mm from ground floor, and consequently would not obstruct pedestrians or vehicles. The installed railing signs are the same size of those previously installed on the building, and they are affixed to the retained boarding from the previous signage. Overall, the proposal would not cause harm to public safety.

Heritage

Firstly, as mentioned above, the proposed wall mounted projecting sign has already achieved Listed Building Consent under application ref. 2022/3002/L and are considered acceptable from a heritage perspective.

A Heritage Design and Access Statement has been prepared in support of this application, which reiterates that the proposed railing signs have been sensitively designed to ensure that they are the same size as the previous Lloyds signs, and are also limited in number to match that of the existing signage arrangement. Overall, the report concludes that proposed railing signs would maintain the existing proportions between sign and railing amongst each window composition. Additionally, the proposed signage arrangement is considered to mitigate the impact of the new signs on the architecture of the building, and their fixture to the existing boarding deliberately avoids interference with the historic fabric of the building

Overall, the proposed signs are consistent with London Plan Policy HC1 and Local Plan Policy D2.

Summary

Overall, the design and location of the signs would be suitable to its purpose, and it would preserve amenity, public safety and the heritage of the Listed Building on site. Furthermore, the wall-mounted proposed signage would be in line with that already approved under application ref. 2022/3002/L, and all signs would act as a useful indicator to identify the buildings and its occupant.

I trust that the above and attached provide sufficient detail for you to progress with the validation and determination of this application; however, should you have any queries or wish to discuss any of these matters further, please do not hesitate to contact Molly Purcell (mpurcell@iceniprojects.com or 07741 590 323).

Yours sincerely,



Molly Purcell
PLANNER