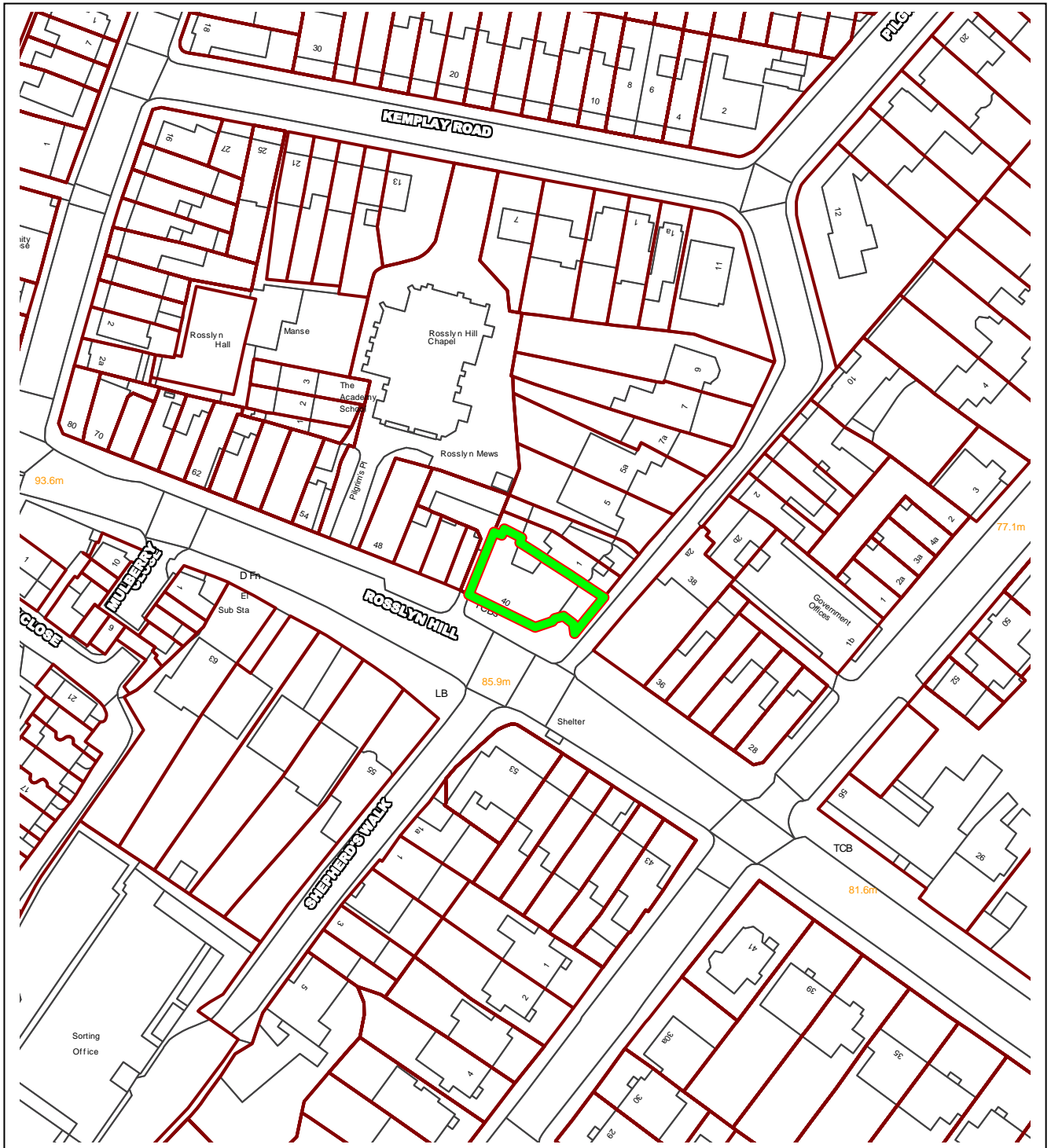


2023/2549/A & 2023/2542/L – 40 Rosslyn Hill, London, NW3 1NH



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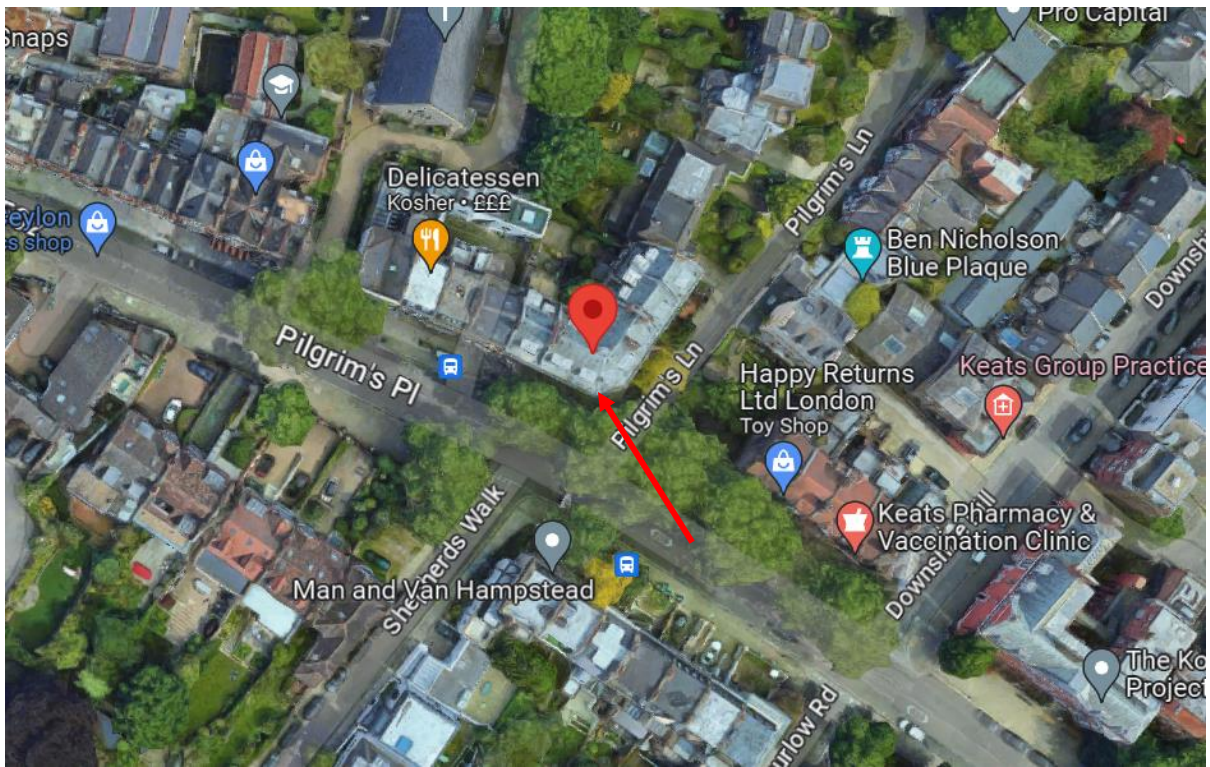


Photo 1 (above): Aerial view (source: Google 3D)



Photo 2 (above): Street view photograph (source: Google 3D)



Photo 3 (above): Street view photograph (source:Google 3D)

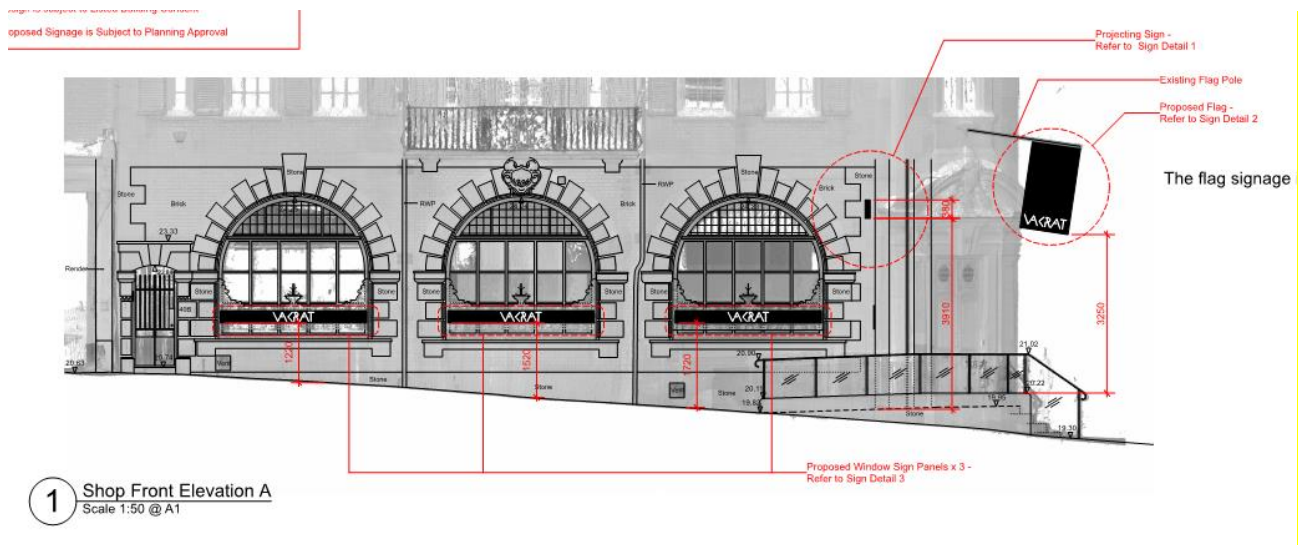


Photo 4 (above): Proposed shop front elevation A (source: submitted drawings)

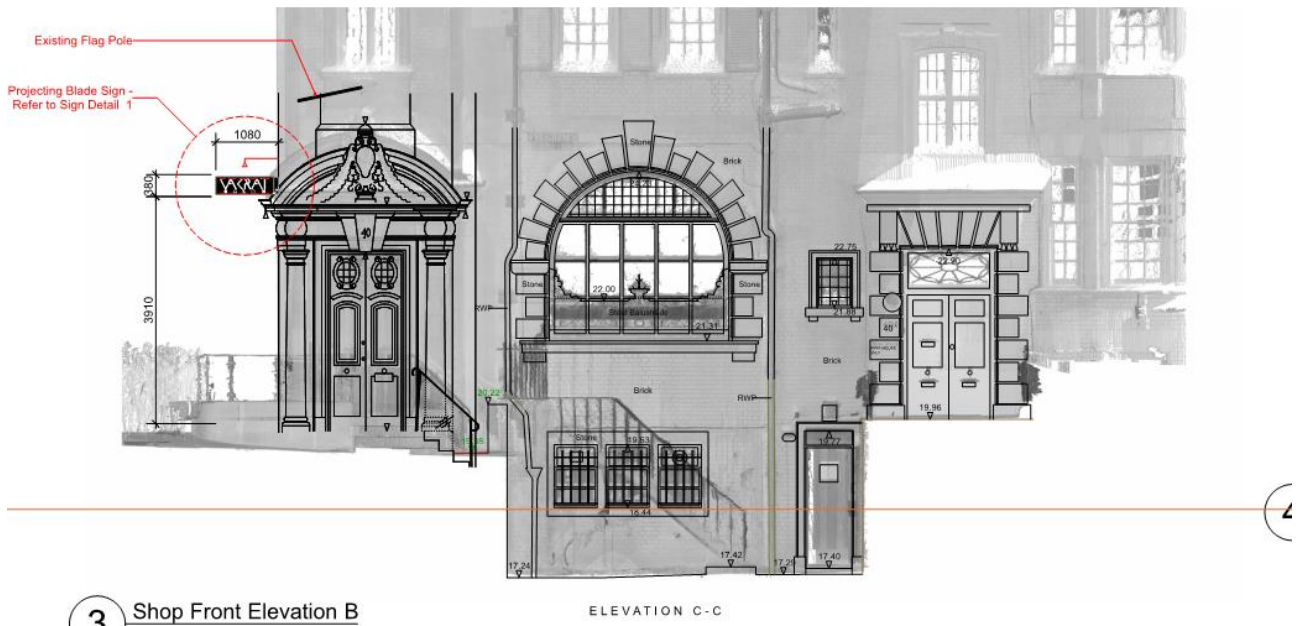


Photo 5 (above): Proposed shop front elevation B (source: submitted drawings)

<b>Delegated Report</b> <b>(Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b> 24/08/2023 14/08/2023	
		N/A / attached		<b>Consultation Expiry Date:</b> 20/08/2023	
<b>Officer</b>			<b>Application Number(s)</b>		
Lauren Ford			i) 2023/2549/A ii) 2023/2542/L		
<b>Application Address</b>			<b>Drawing Numbers</b>		
40 Rossllyn Hill London Camden NW3 1NH			<i>See draft decision notice</i>		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Installation of 1x externally illuminated projecting sign, and retrospective consent for 3x signs affixed to the railings of external windows and internal changes.					
<b>Recommendation:</b>		i) Grant Advertisement Consent ii) Grant Listed Building Consent			
<b>Application Type:</b>		i) Advertisement Consent ii) Listed Building Consent			

<b>Conditions or Reasons for Refusal:</b>	<b><i>Refer to Draft Decision Notice</i></b>			
<b>Informatives:</b>				
<b>Consultations</b>				
<b>Summary of consultation:</b>	<p>Site notices were displayed near to the site on 19/07/2023 (consultation end date 12/08/2023).</p> <p>The development was also advertised in the local press on the 27/07/2023 (consultation end date 20/08/2023).</p> <p>It is noted that it was only the listed building consent that the site notices and press advert related to, not the advertisement consent.</p>			
<b>Adjoining Occupiers:</b>	No. of responses	<b>7</b>	No. of objections	<b>7</b>
<b>Summary of consultation responses:</b>	<ul style="list-style-type: none"> <li>• <i>The addition of a flag and new illuminated projecting sign is not keeping with design or character</i></li> <li>• <i>Projecting sign is not in keeping with the historic character</i></li> <li>• <i>Privacy impacts from hanging sign on flagpole</i></li> <li>• <i>Flag would be dominant and imposing</i></li> <li>• <i>Lloyds Bank did not display a flag</i></li> <li>• <i>The proposal does not comply with policy DH1 of the Hampstead Neighbourhood Plan as it does not respect and enhance the character of the area</i></li> </ul> <p><u><i>Officer's response:</i></u> <i>Please see sections 2 and 3 of the report.</i></p>			
<b>Hampstead CAAC:</b>	<p>A letter of objection was received on behalf of the CAAC. Their objection comments can be summarised as follows:</p> <ul style="list-style-type: none"> <li>• <i>Screen height and location not shown in relation to front or on side</i></li> <li>• <i>No colours indicated</i></li> <li>• <i>Projecting sign illumination not shown – must be externally lit</i></li> <li>• <i>Details of hanging sign similarly needed – probably inappropriate as an unexpected large format board (potential wind, excessive visibility impacts).</i></li> </ul> <p><u><i>Officer's response:</i></u> <i>Please see sections 2 and 3 of the report.</i></p>			

## Site Description

The subject building is Grade II\* listed and within the Hampstead Conservation Area. It dates from circa 1895-6 and was built as a bank (Lloyd's) which incorporated 2 terraced houses in the same development. The ground and basement floors of the building area used as the beauty salon and the upper floors are residential.

## Relevant History

The planning history for the application site can be summarised as follows:

**2022/3002/L:** Listed building consent for the 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 WC's and other works. **Granted, 03/10/2022.**

**2019/3204/L:** Removal of external signage and an external ATM on a Grade II\* listed building. **Granted, 04/09/2019.**

**2015/2453/A:** Display of 3x internally mounted LCD screens. **Refused, 11/09/2015.**

**2013/2012/L:** The display of non-illuminated fascia signs, internally illuminated sign to ATM and externally illuminated projecting sign to the front and side elevations at ground floor level. **Granted, 01/07/2013.**

**2013/1610/A:** The display of non-illuminated fascia signs, internally illuminated sign to ATM and externally illuminated projecting sign to the front and side elevations at ground floor level. **Granted, 01/07/2013.**

## Relevant policies

### National Planning Policy Framework (2021)

### The London Plan (2021)

### Camden Local Plan (2017)

- **A1** Managing the impact of development
- **D1** Design
- **D2** Heritage
- **D4** Advertisements

### Camden Planning Guidance:

- CPG Amenity (2021)
- CPG Design (2021)
- CPG Adverts (2018)

### Conservation Statements:

- Hampstead Conservation Area Statement

### Neighbourhood Plans:

- Hampstead Neighbourhood Plan

## Assessment

### 1. The proposal

- 1.1. Advertisement consent is sought for the installation of 1x projecting sign which would be externally illuminated by a black wall light and retrospective permission for 3x signs affixed to the railings of external windows.
- 1.2. Listed building consent is sought for the abovementioned signage along with internal changes comprising the erection of a timber screen within the Upper Bank Hall.
- 1.3. The original application also proposed a flag to be hung from the existing flagpole, however this component of the proposal has since been removed.
- 1.4. 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.

### 2. Design and Heritage

- 2.1. The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy D1 are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features. Policy D2 'Heritage' states that in order to maintain the character of Camden's conservation areas and listed buildings, the Council will not permit development within conservation area or for listed buildings that fails to preserve or enhance the character and appearance of that conservation area and the special interest of the listed building. Policy D4 'advertisements' seeks to support adverts that preserve the character and amenity of the area, including conservation area, and resist adverts that contribute to street clutter, an unsightly proliferation of signs, cause light pollution, have flashing illumination or impact upon public safety.
- 2.2. The Camden Town Conservation Area Statement (2007) advises that a proliferation of signage even of an appropriate design, could harm the character of the conservation area and should not detract from the character and appearance of the area.
- 2.3. CPG Adverts states that adverts in conservation areas require detailed consideration given the sensitivity and nature of the area and must not harm the character and appearance or obscure or damage specific architectural features or buildings.
- 2.4. The proposed signage would be located on the principal elevation, facing Rosslyn Hill.
- 2.5. The works relating to signage largely replicate the scale and location of the previous lawful signage for Lloyd's Bank and the projecting sign has already received listed building consent (2022/3002/L). The proposed signage is proportionate to the scale and character of the building and does not harmfully impact on the appreciation of its special architectural and historic significance, nor does it harmfully impact the positive contribution which the building makes to the character and appearance of the conservation area.
- 2.6. The internal screen to the former upper banking hall is in a part of the building which has been substantially altered in the later C20th and retains far less historic character than the main banking hall and its offices. It does not impact the historic fabric and its visually permeable and non-full-height scale ensures it reads as a piece of furnishing as opposed to a permanent wall. It therefore does not affect the spatial quality of the room and does not harm the significance of the listed building.
- 2.7. Subject to the recommended conditions, it is considered that the proposed signs would not cause a detrimental impact upon the character and appearance of the host property and would preserve the special character of the conservation area and listed building. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and the special interest of the listed building under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.
- 2.8. Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed



Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act [ERR] 2013.

### **3. Residential Amenity**

- 3.1. Policy A1 seeks to protect the quality of life to occupiers and neighbours by only granting permission to development that would not harm the amenity of residents. This includes factors such as privacy, outlook, and implications to natural light, artificial light spill, odour and fumes as well as impacts caused from the construction phase of development.
- 3.2. While an exterior light is proposed in association with the externally illuminated projecting sign, the light would be located below the level of the residential occupiers and angled pointing down and it is therefore considered that there would be limited light pollution impacting upon nearby residential windows resulting from the development.
- 3.3. The proposed development is not considered to lead to a significant impact upon the amenities of any neighbouring residents. The development is thus considered to be in accordance with planning policy A1.

### **4. Transport and Public Safety**

- 4.1. Policy D4 of the Local Plan states the advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footpath and crossover points.
- 4.2. The size, angle and direction of the proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic given that the location of the signs is not close to any busy pedestrian crossings or traffic signal controlled junctions, and as such, would unlikely introduce any undue distraction or hazard in public safety terms.

### **5. Recommendation**

- 5.1. Grant conditional advertisement consent.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 18<sup>th</sup> September 2023, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***

Application ref: 2023/2542/L  
Contact: Lauren Ford  
Tel: 020 7974 3040  
Email: [Lauren.Ford@camden.gov.uk](mailto:Lauren.Ford@camden.gov.uk)  
Date: 8 September 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Iceni Projects Ltd  
Da Vinci House  
44 Saffron Hill  
London  
EC1N 8FH  
United Kingdom

# DRAFT

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:  
**40 Rossllyn Hill**  
**London**  
**Camden**  
**NW3 1NH**

# DECISION

Proposal:

Installation of 1x externally illuminated projecting sign, and retrospective consent for 3x signs affixed to the railings of external windows and internal changes.

Drawing Nos: Advertisement Covering Letter 7th September 2023, Location Plan 19-June-2023, Heritage, Design and Access Statement June 2023, 1396-013 Revision E, 1396-029 Revision E Recieved 07/09/2023, 1396-029A Revision A Recieved 07/09/2023, 1396-029B Recieved 08/09/2023, 1396-040 Revision A, 1396-047, 1396-05.

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Advertisement Covering Letter 7th September 2023, Location Plan 19-June-2023, Heritage, Design and Access Statement June 2023, 1396-013 Revision E, 1396-029 Revision E Recieved 07/09/2023, 1396-029A Revision A Recieved 07/09/2023, 1396-029B Recieved 08/09/2023, 1396-040 Revision A, 1396-047, 1396-05.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

#### Informative(s):

- 1 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**

Application ref: 2023/2549/A  
Contact: Lauren Ford  
Tel: 020 7974 3040  
Email: [Lauren.Ford@camden.gov.uk](mailto:Lauren.Ford@camden.gov.uk)  
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Da Vinci House  
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London  
EC1N 8FH  
United Kingdom

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**40 Rosslyn Hill**  
**London**  
**NW3 1NH**

# DECISION

Proposal:

Installation of 1x externally illuminated projecting sign, and retrospective consent for 3x signs affixed to the railings of external windows.

Drawing Nos: Advertisement Cover Letter 7th September 2023, Site Location Plan 14/07/2023, Heritage, Design and Access Statement June 2023, 1396-209 Revision E Recieved 08/09/2023, 1396-209A Revision A Recieved 08/09/2023, 1396-209B Recieved 08/09/2023.

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.

- 6 Notwithstanding the plans hereby approved, no consent is hereby given for the use of the existing flagpole for the display of any form of advertisement.

Reason: To preserve the special architectural and historic interest of the listed building and its positive contribution to the character and appearance of the Hampstead Conservation Area.

Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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-householder-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

Chief Planning Officer

**DECISION**