

<b>Delegated Report</b>			<b>Expiry Date:</b>	19/05/2010
<b>Officer</b>			<b>Application Number(s)</b>	
Sally Shepherd			2013/3024/A	
<b>Application Address</b>			<b>Application Type:</b>	
216 Haverstock Hill London NW3 2AE			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent and Warning of Prosecution Action to be Taken	
<b>Proposal(s)</b>				
Retention of 1 x internally illuminated fascia sign, 2 x internally illuminated menu signs, 2 x non-illuminated planter signs and an awning at ground floor level to front elevation of restaurant (Class A3)				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		N/A		
<b>Site Description</b>				
<p>The application site comprises a two storey semi-detached property which is located on the north-eastern side of Haverstock Hill. The application relates to the ground floor level which is currently in use as a restaurant.</p> <p>The site is not listed and is not in a Conservation Area, although the Belsize Park Conservation Area starts on the opposite side of Haverstock Hill.</p>				
<b>Relevant History</b>				
<p><b>2011/3025/A</b> - Display of 1 x fascia sign with internally illuminated lettering &amp; detail, plus 2 x internally illuminated menu boxes fitted to existing front lamp posts of restaurant (Class A3). <i>Advertisement consent granted: 29/07/2011.</i></p> <p><b>8602207</b> – Lawful Development Certificate for use of the ground, first and second floors as a restaurant. <i>Refused: 25/03/1987</i></p> <p><b>9380074</b> - Display of panel above entrance door approximately 2.5 m x 0.75 m with red and green neon lettering to read "ASK-pizzeria". <i>Advertisement consent approved: 17/09/1993</i></p> <p><b>9400897</b> - The erection of a rear conservatory extension to restaurant and new external staircase. <i>Planning permission approved: 12/08/1994</i></p>				
<b>Relevant policies</b>				
<p><b>LDF Core Strategy and Development Policies 2010:</b></p> <p>CS5 – Managing the impact of growth and development</p> <p>CS14 – Promoting high quality places and conserving our heritage</p> <p>DP25 – Conserving Camden's heritage</p> <p>DP24 – Securing high quality design</p> <p>DP26 – Managing the impact of development on occupiers and neighbours</p> <p>DP30 – Shopfronts</p>				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				

## **Assessment**

### **Proposal:**

The application relates to the installation of the following:

- 1 x internally illuminated fascia sign measuring 3.4m (w) x 1m (h) x 14cm (d)
- 2 x internally illuminated menu boards measuring 70cm (w) x 1.4m (h) x 95cm (d)
- 2 x non-illuminated planter signs measuring 2.7m (w) x 70 cm (h)
- 1 x awning measuring 3.19m (w) x 1.5m in length

A site visit was undertaken on 09/07/2013 and the works had already been completed.

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.

### **Impact on amenity and public safety:**

Camden Planning Guidance states that the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible. Although the property is in use as a restaurant at ground floor level, the building has a distinctively residential feel. The properties to either side of the application site are residential dwellings. It is considered that the proposed advertisements harm the attractiveness of the building and do not take into account the character and setting of the building.

The lettering of the fascia sign is box illuminated and this method of illumination is not considered to be appropriate for the property and setting. The menu boards are considered to be overly dominant, particularly when compared with the neighbouring residential properties. Furthermore, the cumulative impact of the illuminated fascia, menu boards and planter signs is considered to harm the appearance of the host property, streetscene and the setting of adjacent Belsize Park Conservation Area, which begins on the opposite side of the road to the host property.

It is considered that the size and siting of the signs would be unduly dominant, have a negative cumulative impact, and cannot be considered an appropriate feature at this property, the streetscene or the adjacent conservation area. The signs appear out of scale with the building and its surroundings and they fail to integrate with the building's design. The proposed adverts are therefore contrary to policies CS14, DP24 and DP25 of the Local Development Framework and are recommended for refusal.

The signs are not considered to have any detrimental impact on public safety or vehicular and pedestrian traffic.

### **Recommendation:**

- 1. Refuse Planning Permission**
- 2. Serve a Section 10 and Section 11 Notice**

### **The Notice shall allege the following breach of planning control:**

Display of 1 x internally illuminated fascia sign, 2 x internally illuminated menu signs, 2 x non-illuminated planter signs and an awning at ground floor level to front elevation of restaurant (Class A3)

The Notice shall require that within a period of 21 days of the Notice taking effect the advertisement murals and projecting sign and all associated fixings shall be removed.

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE:

The illuminated and non-illuminated advertisements by reason of their size, location, design and cumulative impact are considered to be harmful to the appearance of the host building, the streetscene and setting of the adjoining Belsize Park Conservation Area. This is contrary to policies CS14 (Promoting High quality places and conserving our heritage), DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the Local Development Framework Core Strategy and Development Policies..