

Delegated Report

Expiry Date:

08/01/2013

Officer

Hilary Cuddy

Application Number(s)

2012/6093/A

Application Address

2A South Hill Park
London
NW3 2SB

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 5 x externally illuminated boards to front elevation, 1 x externally illuminated fascia signs to front and side elevation and 1 x externally illuminated projecting signs to front elevation.

Consultations

Summary of consultation responses:

n/a

Site Description

The site is a public house with residential units to the upper floors. The site is situated at the bottom of South Hill Park. The site is adjacent to Hampstead Heath and very close to Hampstead Heath overground station. The site is within the South Hill Park Conservation Area and is listed as a building that makes a positive contribution to the character and appearance of the area.

Relevant History

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to the display of 5 x externally illuminated boards to front elevation, 1 x externally illuminated fascia signs to front and side elevation and 1 x externally illuminated projecting signs to front elevation.

Initially the application proposed a large externally illuminated sign to the side elevation, this has been omitted from the proposal.

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.

Amenity

The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers, the pub itself is located opposite railway lines and therefore there are no residents immediately opposite.

Whilst external illumination is not normally encouraged; the level and type of illumination using down lights, trough lights and flood lights are considered acceptable. The overall proposal is therefore considered acceptable and not detrimental to the host building or its surroundings.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The illumination levels are considered to be acceptable and not excessive and are not considered to cause an issue with public safety or amenity to local residential properties.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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