

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:		05/08/2010	
		N/A / attached		Consultation Expiry Date:		15/07/2010	
Officer				Application Number(s)			
Elizabeth Beaumont				2010/2098/P 2010/2099/A			
Application Address				Drawing Numbers			
34 Rosslyn Hill London NW3 1NH				Please refer to decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Planning permission - Alterations to the shopfront including the installation of full glass door at ground floor level.							
Advertisement consent - Display of externally illuminated glass panel at ground floor level to front door of office at first floor.							
Recommendation(s):		Grant planning permission Grant Advertisement Consent					
Application Type:		Full Planning Permission Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	01	No. of responses	01	No. of objections	01
			No. Electronic	00		
Summary of consultation responses:	<p>36 Rosslyn Hill – objects for the following reasons;</p> <ul style="list-style-type: none">• The entrance is a narrow Victorian doorway. The existing hoarding for the dentist already occupies the whole width of the shared pillar. The planning permission sought would push this hoarding across further on the no. 34 side. (See below)• Unless the hoarding is reduced or they share the existing sign the proposed works will restrict the entrance. If there will be no impingement on the entrance to no. 36 I do not object. (See below)• I am unable to comment further without any indication from the application as to how long the works are likely to take. I was not notified prior to receiving the consultation letter. The proposed works may cause me to lose use of land, further restrictions to a narrow entry, and works may cause disruption. (See below) <p><i>Officer's comments</i> – The applicant has confirmed that the existing advertisement sign for the dentist at no. 36 would be removed and replaced in order to ensure the proposed sign can be installed without overhanging into the entrance way. This application only relates to no. 34. An informative would be attached to the decision notice for the planning permission to inform the applicants that the proposals may be subject to control under the building regulations act. An informative would be attached to any decision notice relating to the controls from noise from demolition and construction hours.</p>					
CAAC/Local groups comments:	Hampstead CAAC – no comments received					

Site Description

The site is located on the northeast side of Rosslyn Hill in between Downshire Hill and Pilgrim's Lane in Hampstead Town Centre. The site comprises a three storey mid-terrace building, part of a wider terrace of 5 properties with commercial units on the ground floor and residential above. The first floor of the application site is occupied by a property firm and is accessed via a door on the ground floor adjacent to the restaurant unit on the ground floor. The building is not listed but is located within the Hampstead Conservation Area.

Relevant History

23/06/2004 – **Advertisement Consent granted (2004/1751/A)** for the display of an externally illuminated fascia sign to 34 Rosslyn Hill; an internally illuminated menu sign adjacent to the entrance door; and the installation of a retractable blind with advertisement to 32 Rosslyn Hill.

23/06/2004 – **p.p. granted (2004/1755/P)** for the refurbishment of the shopfront at no.34 Rosslyn Hill and the installation of a new shopfront to no.32 Rosslyn Hill.

Relevant policies

Replacement Unitary Development Plan 2006

SD6 (Amenity for occupiers and neighbours),
B1 (General design principles),
B3 (Alterations and extensions),
B4 (Shopfronts, Advertisements and Signs),
B7 (Conservation areas)

Camden Planning Guidance 2006

Hampstead Conservation Area Statement

LDF Core Strategy and Development Policies

CS1 (Distribution of growth), CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage), DP24 (securing high quality design), DP26 (Managing the impact of development on occupiers and neighbours), DP30 (Shopfronts).

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

Assessment

1. Proposal – Planning permission and advertisement consent are sought for the following;

- Replacement of existing timber framed door with central glazing panel with a fully glazed door.
- Installation of an externally illuminated mounted display unit measuring approximately 0.25m wide, 0.12m deep and 1.1m high on the pilaster of the shopfront framework. The proposed materials are glass and chrome with external illumination.

1.1 There is an existing sign located on the pilaster in-between nos. 34 and 36 belonging to the dentist at no. 36. This sign currently overhangs the boundary line between the two properties (nos. 34-36) which leaves limited space for the proposed sign at no. 34. The applicant and the owner of the dentist have confirmed that it is intended to remove and replace the existing dentist sign to ensure it does not overhang onto no. 34.

2. Design

2.1 It is proposed to replace the existing timber framed door with a fully glazed door. The double-fronted unit is considered to be a good example of a well-maintained shopfront with the overall framework including original corncicing, console brackets, pilasters and pedestal. For clarification, this shopfront is to be maintained as existing and does not form part of the application. It is considered that it is these features as well as the timber framed shopfront add to the character and appearance to the existing building and the streetscene. The existing door to the upper floors of the building is a timber framed panel door set in a timber frame. The door and surrounding frame has been painted a different colour to the ground floor unit to distinguish it as a clearly separate entrance. Above the door there are two panels of glazing with the company name, these will remain unchanged.

2.2 It is considered that the proposed addition of a modern designed fully glazed door within the existing frame would

not detract from the character of the traditional shopfront. Given the scale of the proposed door in relation to the wider shopfront and position set within the original framework the proposed addition would not detract from the character of the host building, the street scene or the character and appearance of the conservation area.

- 2.3 The proposed externally illuminated glazed panel would be positioned on the pilaster, part of the original framework, adjacent to a similar sign for the neighbouring unit. This existing sign at no. 36 overhangs the 'boundary line' between the two shopfronts and covers part of the pilaster where the proposed sign will be positioned. This sign would need to be reduced in scale and to be repositioned in order to allow the proposed sign to be installed. The applicant and the owner of the neighbouring property have confirmed that it is proposed to remove and relocate the neighbouring sign ensuring the sign will be positioned as shown on the proposed drawings. Therefore this would allow the proposed sign to sit comfortably on the pilaster without overhanging into the entrance way.
- 2.4 It is considered that the sign would be sensitively sited and given its size in relation to the wider shopfront would not detract from the character of the host building, the terrace or the wider conservation area. It is also considered to represent an improvement to the existing signage at this point.

3. Amenity

- 3.1 The proposed form of illumination would not be flashing. The proposed luminance level is 300cd/m² and will be on a timer so as to not operate in the evenings. The luminance level is within the permitted level outlined paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (which states that the permitted levels of luminance where the illuminated area is not more than 10m² is 600 candela per square metre). The levels of luminance means that it is not considered necessary to add a condition regarding the hours in which the advertisement can be operated. It is considered that the proposed illumination would not become unduly dominant in the streetscene or disturb adjoining residents at night or cause safety hazards to drivers. Camden Planning Guidance 2006 states that level access should be provided, unless this is not possible due to exceptional circumstances. In this example only the proposed entrance door will be changed to the first floor unit; level access from the Rosslyn Hill highway will be maintained.

4. Recommendation – Grant planning permission and advertisement consent

DISCLAIMER

Decision route to be decided by nominated members on Monday 26th July 2010. For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>