

Delegated Report	Analysis sheet	Expiry Date:	26/03/2010
	N/A	Consultation Expiry Date:	01/03/2010

Officer	Application Number
John Sheehy	2010/0329/A

Application Address	Drawing Numbers
1-4 Telegraph Hill London NW3 7NU	Refer to draft decision

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal
Display of an internally illuminated sign fronting Platt's Lane for the duration of 1 year.

Recommendation:	Refuse Advertisement Consent
Application Type:	Advertisement Consent
Conditions or Reasons for Refusal:	Refer to Draft Decision Notice
Informatives:	

Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	0	No. of objections	0
			No. electronic	0		
Summary of consultation responses:	N/A					
CAAC/Local groups comments:	The Heath & Hampstead Society: "We object most strongly to such blatantly commercial advertising in our Conservation Area... We have spent much time objecting to the unsuitable and potentially hazardous basement excavations on these sites: please do not permit the developers to add insult to injury".					

Site Description
The site is located on the eastern side of Platts Lane and the application relates to the street frontage to a group of four 2-storey houses located on Telegraph Hill (nos. 1-4), a cul-de-sac elevated above street level. The area is characterised by substantial vegetation, with the houses on Telegraph Hill substantially screened in views from Platt's Lane and the surrounding area.

The site is located within the Redington/Frognaal Conservation Area. Nos. 1-5 Telegraph Hill are identified in the Conservation Area Statement as properties that make a positive contribution to the Conservation Area.

Relevant History
May 2007 Permission was granted for basement and rear extensions to nos. 1-4 Telegraph Hill ref. 2007/0987/P (No. 1); 2007/1010/P (No. 2); 2007/1012/P (No.3); and 2007/1015/P (No. 4).

September 2009 Permission was granted for revisions to the above permission for **3 Telegraph Hill** to allow excavation of enlarged basement to existing dwelling house as an amendment to the previously approved scheme, ref. 2009/1099/P.

September 2009 Advertisement consent refused for display of an externally illuminated sign on the hoarding fronting Platt's Lane for the duration of construction works, ref. 2009/2695/A.

January 2010 Permission was granted for revisions to the above permission for **4 Telegraph Hill** to allow excavation of enlarged basement to existing dwelling house as an amendment to the previously approved scheme, ref. 2009/1096/P.

Relevant policies

Camden Unitary Development Plan (2006)

SD6 Amenity for Occupiers and Neighbours
B4 Shopfronts, Advertisements and signs
B7 Conservation Areas

Camden Planning Guidance (2006)

Redington/Frogna Conservation Area Statement

Assessment

Proposal: the display, for a period of 12 months, of an internally-illuminated box sign, located on top of the existing street wall to the island planter on Platts Lane. The sign would measure 10.075m (W) x 1.675m (H). The background would be black with grey text - the finish would consist of printed polyester. The sign would be supported by timber props to the rear; it would have a grey base which would vary in height due to local topography, reaching a maximum height of 0.55m.

The internal illumination would be in the form of fluorescent strip lighting. The applicant has stated that the advertisement would be illuminated from dawn to 7:30pm in the winter months. No information regarding the illumination of the signage outside of winter months has been provided.

The sign would display details of the development within Telegraph Hill to the rear, granted permission under the applications outlined above.

Revisions compared to previously refused application

The proposed signage has been reduced in width and height compared to the application refused in September 2009. The proposed method of illumination has also changed from external trough lighting to internal illumination.

Assessment:

Notwithstanding the differences between the current application and the previously refused application, the proposed signage would be highly visible in long views from both northeast and southwest approaches. As a result, the proposed signage would represent a prominent feature within the immediate area.

The importance of the front boundary treatment within the Conservation Area is addressed in the Conservation Area Statement which states that "Proposals should respect the original style of boundary and these should generally be retained and reinstated where they have been lost. Particular care should be taken to preserve the green character of the Conservation Area by keeping hedges". It is recognised that the proposal would not, in itself, result in the removal of any hedges, however the proposed signage would be located in a prominent position and would, due to its width and prominence in the streetscape, significantly alter the soft landscaped character of the boundary treatment of the site. This is considered to be harmful to the character and appearance of the Conservation Area.

Internally illuminated box signs are considered to be particularly harmful to the character and appearance of Conservation Areas due to the intrusive and prominent nature of their appearance in the streetscape. The internal illumination of individual letters rather than a whole sign is considered to be more appropriate.

The proposal is considered to add significantly to visual clutter in the immediate area. It is considered that the display of a large illuminated sign in this leafy residential street is completely out of keeping with the character of this part of the Redington/Frogna Conservation Area.

Due to its location, colour scheme and static illumination, the proposal is not considered, on balance, to have a sufficiently detrimental impact on public safety or to be hazardous to vehicular or pedestrian traffic to justify refusal of the application on these grounds alone.

Recommendation: refusal

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