

Delegated Report		Analysis sheet		Expiry Date:		29/06/2007	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Miss Kiran Chauhan				2007/2220/A			
Application Address				Drawing Numbers			
Lord Palmerston P.H. 33 Dartmouth Park Hill London NW5 1HU				See decision.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 2 x advertisement canopies to front elevation of public house (A4).							
Recommendation(s):		Refuse.					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses No. electronic	01 00	No. of objections	00
Summary of consultation responses:		1 letter of comment received from 108 Chetwynd Road (as a resident and on behalf of Chetwynd and Twisden Road Resident's Association) - on grounds that if the canopies are allowed, there should be a condition that side and front panels are not added unofficially at a later date – such boxing in would be out of character with the building at this prominent junction. It would also partly obscure sight lines.					
CAAC/Local groups* comments: <small>*Please Specify</small>		<p>Dartmouth Park CAAC: There is a discrepancy between the awning visual (drawing no. 4) and the site plan (drawing no. 2). The latter makes it clear that the application is for awnings across the full face of the building, while this is reduced in the visual.</p> <p>Crucially, elevational drawing no. 3 shows that a 3-storey block of flats erected which is a contradiction to planning permission 2005/0625/P which was for a single dwellinghouse.</p> <p><i>Response: The awning visual is a drawing which has been submitted for info only. The elevational drawing does incorrectly show the above pp – the applicant has been made aware of this.</i></p>					

Site Description

3-storey public house building on the east side of Dartmouth Park Hill at its corner with Chetwynd Road. Lies within the Dartmouth Park Conservation Area and on a residential street. It is listed as a building which makes a positive contribution to the character and appearance of the CA in the CA statement.

Relevant History

2007/2217/P – Application for planning permission submitted in May 2007 for the installation of heat lamps to the front of the building. Application withdrawn as pp not required.

Relevant policies

RUDP: B4, B7
Dartmouth Park CAS
Camden Planning Guidance 2006 - Shopfronts

Assessment

The proposal is for the display of two advert canopies to the Dartmouth Park Hill elevation of the public house, each containing the brewery logo and the name of the public house.

The main issues are the impact on visual amenity and public safety.

Policy B4 states that adverts and signs should not cause harm to the public safety, visual amenity and the character and appearance of CA's. The Camden Planning Guidance states that canopies should not obscure or damage the fascia or other important features of buildings and that they should not have discordant or over-dominant shapes. The Camden Planning Guidance also requires a distance of 2.3m be maintained between the canopy and the pavement and 1m be kept between the canopy and the kerb edge. The CAS states that signage on residential streets should be appropriate in terms of scale for its location and respect the character of the CA.

The canopies will be displayed across the whole of the Dartmouth Park Hill elevation of the public house (9m in length), and will extend out 2.5m from the front face of the building. They will be positioned below the fascia sign of the pub ensuring that the fascia is not harmed nor damaged in any way. However, there is concern about the width and depth of the canopies as they will span across the whole of the Dartmouth Park Hill elevation and extend over most of the outdoor seating area. This is considered to be harmful to the appearance of the building and CA on account of the size of the canopies, their prominence in long views along the Hill (which is residential in character) and in terms of the visual clutter that they will create. Overall, they are considered to produce a dominant and intrusive addition to the building, streetscene and CA.

No objection is raised to the material as it is canvas and acceptable for the CA.

No harm will be caused to public safety as the canopies will be 2.3m above pavement level and will keep a distance of 1m between it and the kerb edge. No harm can be demonstrated in terms of impact on traffic conditions.

Recommendation: Refuse.