

Delegated Report			Expiry Date:	05/09/2014
Officer		Application Number(s)		
Nick Baxter		2014/4047/A and 2014/2067/L		
Application Address		Application Type		
The Roebuck 15 Pond Street London NW3 2PN		Advertisement Consent and listed building consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent and listed building consent	
Proposal(s)				
Display of entrance plaque and externally illuminated swing sign and lettering.				
Consultations				
Summary of consultation responses:	Ham & High 7/8/14-28/8/14, site notice 1/8/14-22/8/14, no results			
Site Description				
The site is a grade-II-listed pub (1974) of the 1860s that makes a positive contribution to the Hampstead Conservation Area. The ground floor façade of the pub takes the form of heavily modelled channelled rustication, imitating stonework with wide and deep crevices between each block.				
Relevant History				
NA				
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

As part of a corporate refit, the applicant wishes to replace an existing fascia sign and swing sign, and to add a plaque beside the doorway.

Fascia sign

The existing fascia takes the form of separate letters each screwed to the wall on several brackets. The new proposal will make good the holes and take the form of two rails holding all of the lettering and screwed to the wall behind. Initially the drawing showed halo-lit lettering. A revised drawing shows the letters as simple moulded items. Halo lighting is not consented and will be enforced against if installed. A number of spotlights above the fascia will be removed and replaced with a trough light.

Swing sign

The new swing sign is externally "edge lit" from lighting fitted around its frame. This will do away with the need for external spotlights. It is envisaged that this will offer a subtle glowing picture while reducing clutter on the façade. If the sign turns out to be internally illuminated it will be contrary to permission and will be enforced against. The existing image on the sign is modern. Initially the sign was proposed as almost 2m tall. This has now been revised to be considerably smaller.

Doorway plaque

The doorway plaque caused initial confusion by being described as "glued to the façade". In fact, the mounting plate was to be screwed to the façade in the traditional way, with the face plate then glued on to that, albeit in such a way that it can apparently be pulled free if necessary. Obviously, this hidden fixing would only work if contractors of the future understand that this is how this plaque was assembled. Otherwise, they – and thieves - would just crowbar it off the wall bringing the stucco with it, especially since there would be large gaps all around the plaque, where the rustication went behind it. It has therefore been revised to a conventional design.

Listed building and conservation area issues

The signs are essentially like for like. There will be a reduction in lamps fixed to the building. After the above mentioned amendments, the signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. They will therefore not harm the special interest of the listed building or the character or appearance of the conservation area.

Otherwise, the Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council only to consider amenity and public safety matters in determining advertisement consent applications.

Amenity

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

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.

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.