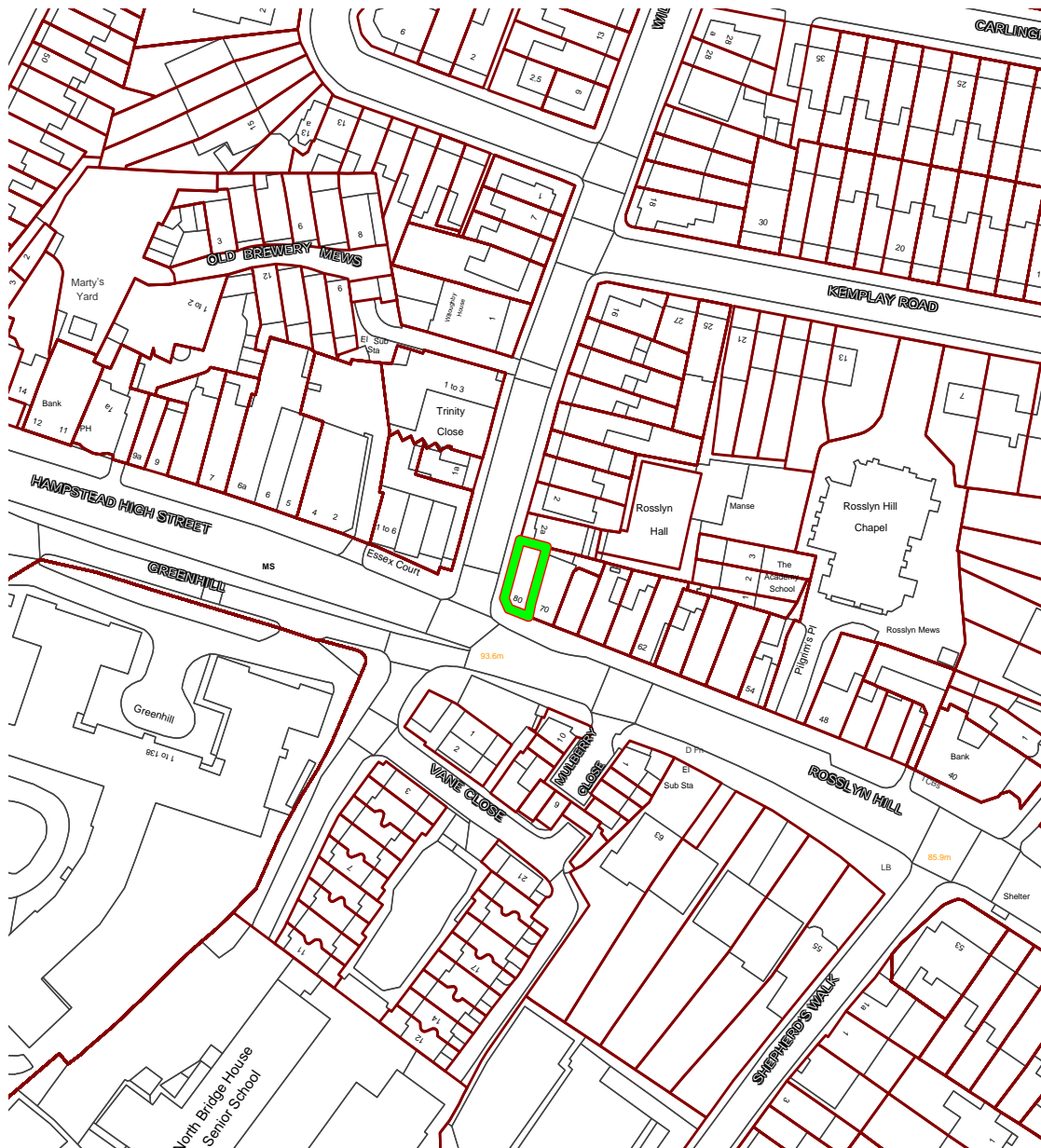


2019/0544/A - 80 Rosslyn Hill



View of the building in context (March 2018)



View of the shopfront with the unauthorised signage



View of the proposed signage



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:		26/03/2019	
		N/A		Consultation Expiry Date:		25/02/2019	
Officer				Application Number(s)			
Matthias Gentet				2019/0544/A			
Application Address				Drawing Numbers			
80 Rosslyn Hill London NW3 1ND				2 x Site Location Plan; 1 x Existing Photo Montage; 24431P - Elevations & Detailed Signage.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 3 x externally illuminated timber fascia signs and 1 x non-illuminated hanging sign.							
Recommendation(s):		Granted Conditional Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		There is no statutory requirement to consult on Advertisement Consents; however, the Council nonetheless consider any representations that are made.					
Heath & Hampstead Society		<p>An objection from the Heath & Hampstead Society was received on the following grounds:</p> <ul style="list-style-type: none"> The hideous yellow is not appropriate for any Conservation Area. Snappy Snaps use of such a colour regardless of location has to be challenged. The fussy hanging signs are superfluous and should be omitted. <p><u>Officer's Response:</u> See paragraphs 3.1 to 3.13 in the below report</p>					

Site Description

The site address is a 3-storey C19 red brick end of terrace building, situated on the corner of Willoughby Road with Rosslyn Hill and where Hampstead High Street begins to the west. The property is situated in Hampstead Conservation Area with a commercial unit at ground floor level and residential flats to upper floors. The application concerns the ground floor signage only.

Although the building is not listed, it is noted to be a 'Positive Contributor' in the Hampstead Conservation Area Appraisal. The site also faces onto Fitzjohn & Netherhall Conservation Area to the south.

Relevant History

Site History:

2018/3061/A – (refused with warning of prosecution action on 04/12/2018) - Display of 3 x externally illuminated fascia signs, 3 x non-illuminated fascia signs and a non-illuminated project sign [Retrospective].

Reasons for Refusal:

The proposed fascia signs and trough illumination, by virtue of their size, design, materials and locations, would be visually intrusive and unsympathetic to the character and appearance of the host building and the Hampstead Conservation Area, contrary to policies D1, D2, and D4 of the Camden Local Plan 2017 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

9080833 – (granted on 26/03/1992) - The display of externally illuminated sub-fascia signs on Rosslyn Hill and Willoughby Road frontages.

9005705 – (granted on 26/03/1992) - Installation of new shopfront.

8700327 – (refused on 08/11/1989) - Installation of new shop front

[The proposed shop front would have an adverse effect on the appearance of the building and the visual amenity of the area, and would be contrary to the Council's policy for the control of shop fronts within the Hampstead Village Conservation Area. A recommendation for Enforcement Action will be tabled at the Committee meeting.]

Site Enforcement History:

EN18/0347 - Possible unauthorised change of signage: strip lighting, projecting sign, larger fascias covering window – Ongoing.

Relevant policies

National Planning Policy Framework 2019

The Draft London Plan 2018

Camden Local Plan 2017

D3 – Shopfronts

D4 - Advertisements

Camden Planning Guidance 2018 (as amended)

CPG (Advertisements)

CPG1 (Design) – Chapter 7

Hampstead Neighbourhood Plan 2018

Policy EC2 (Contributing positively to the retail environment)

Hampstead Conservation Area Appraisal (October 2001)

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

1. Proposal and Background

1.1 Advertisement Consent is sought for:

- the display of 3no externally illuminated fascia signs;
- non-illuminated hanging sign.

1.2 The ground floor elevation comprises 2 levels of fascia – the primary upper level fascia and a lower ‘sub-fascia’ which encroaches onto the shopfront. These are referred to herein as the ‘upper fascia’ which is to display the externally illuminated signage, and the ‘sub-fascia’ which is not to contain any signage. The hanging sign is to be displayed on the right of the ‘upper fascia’ the on Rosslyn Hill elevation.

1.3 It must be noted that the premises are the subject of an enforcement case – reference: EN18/0347 [See Relevant History above], opened to address the unauthorised display of all the signage that formed part of a previously refused application (reference: 2018/3061/A, dated 04/12/2018) that sought the retention of the overall signage display.

1.4 The application was refused as it was considered the quantity of fascia signs was excessive; the trough lights bulky and unattractive features; and the fascias’ locations inappropriate.

1.5 The officer’s report stated that, although the proposed ‘upper fascia’ would be displayed in the correct area on the elevation, the size, design and material of the signs, including the letters that form the advertisement itself result in an unattractive advertisement that is unsympathetic to the host building, a positive contributor to the Hampstead Conservation Area. The applicant was advised that the Council expect signage in such a location to be timber, with individual lettering and/or logos, in keeping with the sensitive requirements associated with the conservation area and the building. The fascia should also be contained with the cornice and the base of the corbel and not ‘spill’ onto the below shopfront area.

1.6 Discussions between the Council and the applicant have taken place with the aim of addressing the concerns raised by officers. This application is in response to the advice given as part of the previous refusal and ongoing enforcement case with regards to the unacceptability of the size, design, materials and location of the fascia signs and projecting sign. The revised proposal sees the replacement of the unauthorised upper fascias and trough lights with timber fascias externally illuminated with spotlights, the projecting sign with a non-illuminated timber hanging sign and the removal of the sub-fascias.

2. Assessment

2.1 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. The principle considerations in the determination of the application are therefore:

- Visual Amenity
- Public Safety

3. Visual Amenity (Design and Heritage)

3.1 Policy D4 (Advertisements) states that ‘The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that preserve the character and amenity of the area and preserve or enhance heritage assets and conservation areas.’ It further states that ‘Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage.’

3.2 With regards to the location of adverts, CPG (Advertisements) states that ‘Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these area or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

3.3 In terms of their design, CPG1 (Design) states that ‘The fascia should be of a suitable size and proportion in

relation to the building and should not normally extend above the cornice or below the capital as it would upset the overall balance and proportions of a shopfront or parade'. Whilst CPG (Advertisement) provides advice on method of illumination, 'The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building.' It also further states that 'Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible.'

3.4 Policy EC2 of The Hampstead Neighbourhood Plan 2018 states that *'All "house-style" signage should be sensitively adapted to the streetscape. Internally illuminated projecting signs will not be supported. Signage should either be non-illuminated or externally illuminated, though "halo lit" or illuminated letters may be acceptable if subservient to the general design. Where possible timber fascias should be used on traditional shop fronts with either painted lettering or applied individual letters of another material. Excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign at ground level. The visual clutter of shop fronts should be minimised.'* It goes on further by stating that *'On 19th century buildings, a painted timber fascia with painted lettering or letters in another material would be the most appropriate.'*

3.5 It must be noted that the shopfront of the site address is referred to – amongst others - in The Hampstead Neighbourhood Plan 2018 as *'Inappropriate use of materials and unsympathetic treatment of architectural details.'*

Fascia Signs (Upper Fascia) & Spotlights

3.6 The fascia signs consist of 3no individual timber fascias panels – one on Rossllyn Hill elevation, one on the corner elevation above the entrance door and one on Willoughby Road elevation. Each fascia panel would measure approximately 3.6m in width by 0.95m in height and approximately 5mm in thickness, 1.45m in width by 0.95m in height and 5mm in thickness, and 4.3m in width by 0.95m in height and 5mm in thickness respectively. Each section would be illuminated by spotlights (2no above each of the large fascias and 1no above the small corner fascia) affixed above the top of each fascia panels.

3.7 The fascias would be located on the original fascia area that is sitting underneath the 1st floor windows. The sub-fascia area is to be left clear of advertisement and will see the unauthorised sub-fascias replaced by plain timber panels.

3.8 The branding of the business is to be hand painted onto the timber fascias. In this particular location, it is not considered appropriate to require the applicant to change the colour background for the main fascias – in this case 'yellow' which reflects the branding and image of 'SnappySnapps' – to something more subdued. The principles of assessment of any advertisement consent proposals is the visual amenity and public safety. The colour background does not fall within such criteria. There is also no Article 4 Direction that would restrict the colour.

3.9 Overall, the proposed timber fascia boards and new spotlights would address the harm caused by the currently cluttered state of the commercial frontage by reducing the excessive level of fascia signs, by removing the sub-fascias and trough lights. By containing the signage within the cornice and the base of the corbel, the development is considered to be an improvement on the overall appearance of the host building.

3.10 In terms of size, design, materials to be used, location and method of illumination (spotlights), the upper fascias and spotlights are considered to acceptable, in accordance with policies D1, D2 and D4 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

Hanging Sign

3.11 The proposed projecting sign would measure approximately 0.8m in height by 0.8m in width and 7mm in depth (thickness) and be made of timber. It would be attached by means of a black painted metal bracket to the right of the Rossllyn Hill upper fascia, near the end.

3.12 It would replace a non-illuminated projecting sign of a more modern design. Although found acceptable under application reference: 2018/3061/A [See Relevant History above], it is felt that a traditional timber hanging sign would be more appropriate and more in keeping with the overall signage scheme, along with the hand painted timber fascias.

3.13 As such, in terms of size, design, materials to be used, location and lack of illumination, the hanging sign is considered to acceptable, in accordance with policies D4 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

4. Public Safety

4.1 Policy D4 (Advertisements) states that *'Advertisements will not be considered acceptable where they impact upon public safety, including when they obstruct or impair sight lines to road users at junctions and corners, reduce the effectiveness of a traffic sign or signal, result in glare and dazzle or distract road users and/or distract road users because of their unusual nature.'*

4.2 The method of illuminance of the 'upper fascia' fascia signs are commonly used and present no safety issues or

concerns. The proposal is, on this point, considered acceptable.

5. Conclusion

- 5.1 The proposed fascia signs, spotlights and hanging sign, in terms of their size, design, materials, locations and method of illumination, are considered to be acceptable. They would not only preserve but enhance the character and appearance of the host and adjacent buildings, Hampstead Conservation Area and the streetscape, in accordance with policy D4 (Advertisements) of the Camden Local Plan 2017 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

6. Recommendation

- 6.1 Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 25th March 2019, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

New Vision Signs & Graphics Ltd
Ventnor Street
Bradford
BD3 9JP

Application Ref: **2019/0544/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

12 March 2019

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
80 Rosslyn Hill
London
NW3 1ND

DECISION

Proposal: Display of 3 x externally illuminated timber fascia signs and 1 x non-illuminated hanging sign.

Drawing Nos: 2 x Site Location Plan; 1 x Existing Photo Montage; 24431P - Elevations & Detailed Signage.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning