

Our Ref: 19060/CJ/ao'm
Your Ref: PP- 08271287
Email: cjones@firstplan.co.uk
Date: 22 January 2020

London Borough of Camden
Planning and Building Development
2nd Floor
5 Pancras Square
London
WC1H 9JE

Dear Sir/Madam,

**APPLICATION FOR CONSENT TO DISPLAY REPLACEMENT ADVERTISEMENTS AT
13 WOODCHURCH ROAD, LONDON, NW6 3PL.**

We have been instructed by our client, N Family Holdings Ltd, to submit the enclosed application for consent to display one free-standing externally illuminated metal sign and one branded flag in conjunction with their occupation of the No.13 Woodchurch Road. A recent grant of planning permission (ref: 2019/2851/P) at the site by Camden Council has facilitated external refurbishment works at the site.

This application has been submitted via the Planning Portal (ref: PP-08271287), and the requisite fee of £132 been paid online.

In accordance with national and local validation requirements the following document are attached in support of this application:

- Completed application form;
- Planning and Heritage Statement (contained within this letter);
- Site Location and Block Plan;
- Existing Site Plan/ Elevation Drawing No. 900; and
- Proposed Sign & Flag Plan/Elevation Drawing No. 901 Rev A.

Background Information

Site Description and Planning History

No 13 Woodchurch Road is a detached building located on the southern side of Woodchurch Road. The building has a long history of occupation as a children's nursery and its current occupiers are N Family Club. The site is located within the South Hampstead Conservation Area and the detached building to the west of the application site is also occupied as a children's nursery.

The building occupies a rectangular plot. On the Woodchurch Road (northern) side there is a front yard area that provides an off-street servicing space and bicycle/bin storage area. It is within this off-street area that the proposed sign is to be located.

In regard advertisements, there is no history of previous applications at the site, or in the immediate vicinity of the application site. However, a branded free-standing metal sign associated with the previous occupier (Rainbow Montessori) was in place for a number of years, as well as a flag. They vacated the premises in June 2019. The photographs below illustrate signage of the previous occupier at the application site and existing signage at the neighbouring building, occupied by Bright Horizons nursery.



Photograph 1: Free standing branded metal sign of previous occupier



Photographs 2 & 3: Photographs existing adverts at No.11 Woodchurch Road.

Application Proposals

The application relates to the installation of one free standing externally illuminated metal sign and 1no. flag to the front of the premises. The free-standing sign is to be located behind the existing boundary fence to the right-hand side of the pedestrian entrance on blue painted metal posts with a slim profile trough light providing low level illumination to the sign and the flag is to be hung from the existing flag pole above the front door. The details of the proposed sign are set out below:

- 1 no. free standing metal sign:
 - 2320mm x 1200mm x 90mm
 - White lettering on blue background; and
 - Externally illuminated via a slim profile trough light
- 1 no. Flag
 - 2250mm x 650mm;
 - Symbol measuring 190mm x 325mm; and
 - White lettering on navy blue background

Planning Policy Summary

The statutory development plan consists of the Camden Local Plan (adopted July 2017). The National Planning Policy Framework (NPPF) (2019), and National Planning Guidance (Online, 2018) are also material considerations. Additionally, the Appraisal and Management Strategy for the South Hampstead Conservation Area (2011), Camden Planning Guidance Advertisements (2018) and Design (2018) as well as Government Guidance on Outdoor Advertisements and Signs: a guide for advertisers (June 2007) were considered during the preparation of these proposals.

National Planning Policy Framework (NPPF) (2019)

Chapter 16 of the NPPF sets out guidance on the conservation and enhancement of the historic environment. **Paragraphs 192 and 196** set out that the desirability of enhancing the significance of heritage assets is to be taken account of as well the public benefits of the proposal **Paragraph 200** outlines that development proposals that preserve the elements of the setting of a conservation area that make a positive contribution should be treated favourably.

In terms of advertisements, **Paragraph 132** sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Camden Local Plan

Policy D1 ‘Design’ outlines the requirement of the Council in order to secure a high quality of design and development

Policy D2 ‘Heritage’ states that the Council require development to preserve or enhance the character of the conservation area.

Policy A1 ‘Impact of Development’ sets out that the Council will seek to protect the quality of life of occupiers and neighbours.

Supplementary/Additional Guidance

South Hampstead Conservation Area Appraisal and Management Strategy (2011): This document identifies the application site as a positive building within the South Hampstead Conservation Area.

Camden Planning Guidance – Design (2018): This document sets out that excellence in design is required and proposals are to consider the context of the development and its surrounding area.

Camden Planning Guidance – Advertisements (2018): This document provides advice on the siting and design of advertisements and outlines that they are to take account of the character, design, external fabric and appearance of the host building and surrounding area.

Planning and Heritage Assessment

Heritage Assessment

The application site lies within the South Hampstead Conservation area and as such it is this designated heritage asset that is of relevance to this application. The site also forms part of a locally listed group of buildings.

As identified within the Planning Policy Summary above, it is required that development proposals affecting heritage assets preserve or enhance those aspects that make a positive contribution to the significance of the heritage asset. This is directly connected with Section 16 and 72 of the Planning (Listed Building and Conservation Areas) Act 1990, which establishes a statutory duty for Local Planning Authorities. As such, the setting of the application site is within the South Hampstead Conservation Area has been carefully considered.

This proposal is for the installation of an externally illuminated stand-alone metal sign that is navy/blue in colour. It is a near like for like replacement of the previous sign, resulting in no discernible impact on the wider conservation area or street scene. The proposed materials and colours are considered to be subtle and they will not be at odds with the overall appearance of the South Hampstead Conservation Area or the locally listed group of buildings. The use of the muted navy/blue (RAL Colour 5011) is considered to be in keeping with the surrounds of the application site and wholly appropriate for the Conservation Area setting. A slim profile trough light will provide subtle illumination for the sign. This LED light will only be switched on during operational hours and will be of low illuminance levels. Furthermore, as the light is mounted above the signage pointing downward there will be a restricted light spill, ensuring the amenity of any surrounding neighbours will not be affected.

The proposed flag will be hung from the existing flagpole which was used by the previous occupier of the site. In terms of colour, this flag will match the proposed stand-alone sign with the use of navy/blue and white ensuring minimal impact on the Conservation Area. The central location of the proposed flag within the façade is considered to compliment the appearance and use of the building and will not result in any visual clutter.

In accordance with the NPPF, the proposed signage will preserve the aspects of the conservation area that make a positive contribution to its significance. It further satisfies the requirements of Policy D2 of the Camden Local Plan.

Impact of the Proposed Signage

The proposed signage scheme seeks to offer a near like for like replacement to the signage of the previous occupier of the site. As the new occupier of the building, and a new business within the Hampstead area, this signage will provide N Family Club the opportunity to advertise their presence.

As highlighted above, the sign and the flag are in keeping with the appearance and proportions of the building. The slimline nature of the sign, and the minimalist design of the flag will not result in a cluttered external appearance. The location of the stand-alone signage will allow it to sit neatly between the buggy storage and boundary fence, whilst offering a more understated design solution to adverts than the neighbouring nursery.

Given the design, style and external illumination of the proposed free-standing sign it is considered that it offers an appropriate form of advert for the location and fully complies with Local Plan Policies A1, D1 and D2, whilst also complying with guidance outlined within the NPPF and Government Guidance.

Amenity and Public Safety Considerations

Public safety and amenity have been carefully considered as part of this proposal. The proposed signage is not considered to result in any harmful impact on the amenity of surrounding residential properties or highways users due to the slimline design and low level illumination of the sign and the base of the flag will lie 4.5m above ground, providing more than sufficient clearance underneath. Furthermore, the placement of the stand-alone sign behind both the existing boundary fence and hedge will ensure no obstruction to pedestrians on Woodchurch Road.

Conclusions

These proposals are related to a larger package of works that are currently underway, approved by the Council through application reference 2019/2851/P, for the refurbishment of 13 Woodchurch Road and its occupation by a new provider, N Family Club.

The proposed signage is consistent with paragraphs 192 and 200 of the NPPF and Camden Policies D1 and D2 of the Local Plan that it will preserve and enhance the character of the South Hampstead Conservation Area. In addition, the proposals comply with Paragraph 132 of the NPPF and will not result in harm to surrounding amenity or public safety.

I therefore trust that the attached information is sufficient to facilitate the granting of permission for the proposed signage at 13 Woodchurch Road. However, should you have any further queries concerning the application please do not hesitate to me.

Yours sincerely,



CHRIS JONES
Director