

Delegated Report			Expiry Date:	17/12/2020
Officer			Application Number(s)	
Angela Ryan			2020/4899/A	
Application Address			Application Type:	
32-34 Rosslyn Hill London NW3 1NH			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 2 x internally illuminated fascia signs, and 1 x non -illuminated projecting sign				
Consultations				
Summary of consultation responses:		N/A- no comments or objections received.		
Site Description				
<p>This application relates to tow 4- storey terraced buildings located on the northeast side of Rosslyn Hill, west of the junction with Downshire Hill and east of the junction with Pilgrims Lane. The property lies in a mixed commercial and residential area. The properties within this group of buildings are typically used for commercial purposes at ground floor level, with residential accommodation located at upper floor levels.</p> <p>The building is not listed but is located within the Hampstead Conservation Area and is identified as a building that makes a positive contribution to the character and appearance of the conservation area.</p>				
Relevant History				
<p>23/06/2004- Consent granted for the display of an externally illuminated fascia sign to 34 Rosslyn Hill; an internally illuminated menu sign. adjacent to the entrance door; and the installation of a retractable blind with advertisement to 32 Rosslyn Hill (Ref: 2004/1751/A)</p> <p>21/01/1999- Consent granted for the retention of halo-lit projecting sign and entrance canopy sign, both at fascia level (Ref: AW9802921)</p> <p>31/03/1994- Consent granted for the installation of an externally illuminated fascia sign (Ref: 9380177)</p>				
Relevant policies				
NPPF 2019, paras, 38, 193, 196, 197, & 201				
London Plan 2016, Policy 7.4 and Intend to Publish London Plan 2019, policy HC1				
Camden Local Plan 2017: D2 (Heritage) D4 (Advert)				

Hampstead Neighbourhood Plan (2018-2033)

DH1(Design)

DH2 (Heritage)

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

Camden Planning Guidance - Adverts (2018)

Hampstead Conservation Area and Management Plan (October 2001), pages, 16, 32, 33 & 55

Assessment

1.0 Proposal

1.1 The proposal involves the installation of 2 x internally illuminated fascia signs, and a non-illuminated projecting sign. The new signs will be installed at existing shop fascia level, whilst the projecting sign will be located on the central pilaster located between the two buildings at first floor level. The new fascia panels are proposed to be positioned within the existing shopfront moulding's at fascia level. The circular projecting sign is proposed to be installed below fascia level.

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

2.0 Assessment

2.1 The main planning considerations in relation to this application are as follows:

- Visual amenity
- Public Safety

3.0 Amenity

3.1 The site lies within the designated Hampstead conservation area and is identified in the Conservation Area Statement as making a positive contribution to its character and appearance.

3.2 The site lies within a designated heritage asset, where policy D2 (Heritage) of Camden's Local Plan 2017 confirms that the Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm. The policy also states that *"Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'". In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas". The policy further goes on to say in D2 (e) that "The Council will require that development within conservation areas preserves or, where possible enhances the character or appearance of the area"*

3.3 Policy D4 (Advertisements) requires advertisements to preserve or enhance the character of their setting and host building and that they should respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design. Paragraph 7.82 of the policy 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. Advertisements in conservation areas require particularly detailed consideration given the sensitivity and historic nature of these areas. Any advertisements in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings. 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". The above policy is supported by paragraph 1.11 of Camden's planning guidance on adverts adopted in March 2018.

3.4 Policies DH1 (Design) & DH2 (Heritage) of the Hampstead Neighbourhood Plan state that proposals should demonstrate how they respect and enhance the character and local context of the area, and that applications within conservation areas must have regard to the guidelines in the relevant Conservation Area Appraisal and Management Strategy.

3.5 Whilst the proposed non-illuminated projecting sign is considered to be acceptable in terms of its visual appearance and would be in keeping with the existing streetscene, the proposed internally illuminated fascia signs are considered to be unacceptable in principle by virtue of their design and method of proposed illumination. The application site forms part of a group of five buildings along the street where the fascia signs are typically either non-illuminated or are externally illuminated by utilising either trough lighting, or spotlights. The proposed internally illuminated fascia signs would be out of keeping with the existing street scene and would present an anomaly within the street, resulting in two prominent and obtrusive internally illuminated fascia signs being displayed on the shopfronts, that would be out of keeping within the immediate site context thus detracting from the visual amenity of the host buildings, the existing streetscene and this part of the Hampstead Conservation area. The proposed fascia signs would not preserve or enhance the character or appearance of the area and would not positively contribute to the prevailing character and appearance of this part of Rosslyn Hill. In light of the above, it is considered that the proposed display of the two internally illuminated fascia signs would cause significant injury to amenity. It has not been demonstrated that the proposal is necessary to achieve public benefits and the Council cannot see where there would be any public benefit in respect to the application proposals that would outweigh the harm.

4.0 Public Safety

4.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that *"Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians"*.

4.2 The proposed projection in respect to the proposed non-illuminated projecting sign at 0.6m from the face of the building, at 3m above ground level is not considered to pose any potential hazards to pedestrians by way of causing an obstruction to the highway, or result in potential light pollution to the nearby residential dwellings.

4.3 Given the illumination is limited to 10cd/m², falls below the maximum recommended luminance of level of 600cd/m², it is not considered that the advertisement would have any negative impact on vehicular or pedestrian traffic.

5.0 Recommendation

5.1 That advertisement consent is refused for the following reason:

5.2 The internally illuminated fascia signs by virtue of their design, location and method of illumination are considered to out of keeping, and would detract from the character and appearance of the host building, the existing streetscene and this part of the Hampstead Conservation Area and are thereby contrary to policies D2 (Heritage) and D4 (Adverts) of Camden's Local Plan 2017.

