

Delegated Report	Analysis sheet	Expiry Date:	06/02/2023
	N/A	Consultation Expiry Date:	N/A

Officer	Application Number(s)
Sonia Cupid	2022/4324/A

Application Address	Drawing Numbers
199 A West End Lane London NW6 2LJ	See draft decision notice

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal(s)
Display of non-illuminated signage on the south elevation of 199a West End Lane.

Recommendation(s):	Refuse Advertisement Consent
Application Type:	Advertisement Consent
Conditions or Reasons for Refusal:	Refer to Draft Decision Notice
Informatives:	

Site description:
The application site is a four-storey mixed use building located on the western side of West End lane adjacent to West Hampstead Station. The proposal relates to Unit 1 occupied by KFH (Kinleigh Folkard & Hayward).
The site lies within the West Hampstead Town Centre and the area is characterised by retail shops at the ground floor with residential properties above. The property is not listed and falls within the Fortune Green and West Hampstead Neighbourhood Area.

Relevant History
<u>Application site:</u>
2021/4260/A – Display of 2 externally illuminated (trough-lit) fascia box signs and replacement internally illuminated (90mm lettering only) projecting sign. Granted – 23/12/2021
2021/3099/P - Shopfront alterations at ground floor level, involving works to align frontages and fascia heights of 199A (Unit 1) and 199B (Unit 2). Granted – 23/12/2021
2017/0247/A - Display of internally illuminated hanging box sign. – Refused 14/3/2017
2016/5707/A - Display of 2 internally illuminated ('halo' effect) fascia signs, 1 internally illuminated

(lettering only) projecting sign, and 4 non-illuminated, vinyl signs applied externally to glazing. -
Granted - 10/01/2017

Relevant policies

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

National Planning Policy Framework 2021

The London Plan 2021

Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy D1 Design

Policy D3 Shopfronts

Policy D4 Advertisements

Fortune Green & West Hampstead Neighbourhood Plan (September 2015)

Policy 2 – Design and Character

Policy 4 – West Hampstead Growth Area

Policy 13 – West Hampstead Town Centre

Camden Planning Guidance (CPG) 2018-2021

CPG Advertisements– paragraphs 1.1 to 1.9; and 1.30 to 1.23 (Estate Agent Boards)

CPG Design - chapters 2 (Design excellence) and 3 (Heritage)

Assessment

1. Proposal

The proposal seeks advertisement consent for the display of a non-illuminated signage board measuring 5m in width, 1m in height and 0.03m in depth above fascia level on the south elevation of 199a West End Lane, facing the railway line. The non-illuminated sign would be made of composite panels (aluminium faces and polyethylene core). The sign would comprise KFH corporate colour (RAL 3027) on the background, white lettering and a band of four colours along the bottom edge, including Pantone 7409, 268, 297 and 7482.

2. Considerations

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 main issues to be considered are:

- Visual Amenity
- Public safety

3. Visual Amenity

Under Policy D4 of Camden Local Plan the Council will require advertisement to preserve or enhance the character of their setting and host building and that they must respect the form, fabric, design of their setting and host building, and be of the highest standard of design, material and detail. The policy goes on to state that we will resist advertisements that contribute to an unsightly proliferation of signage in the area.

Policies 2 & 4 of the Fortune Green & West Hampstead Neighbourhood Plan state that all development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead. Design of any building will need to reflect the design of neighbouring buildings and the neighbouring Conservation Area. South Hampstead conservation area starts south of application site and glimpsed of the advert could potentially be seen from within the Conservation area. In all development there shall be a clear presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it. The Area has a distinct and widely appreciated village character.

CPG Advertisements state that advertisements would generally be acceptable at fascia level or below; and that advertisements above fascia level can appear visually obtrusive and unattractive. Furthermore, it states that signs that are unsympathetically designed can cause significant harm to the building and the local townscape, therefore signs should relate well to the character, scale and architectural features of the building. CPG Design states that properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, as too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the streetscene.

The application site occupies two frontages, within a row of four commercial premises at ground floor level. The side has a flank elevation facing the railway line. Facing the main road, West End Lane, the premises have two adverts at fascia level illuminated externally, and a projection sign. The proposed advert would be located within the middle of the flank elevation at approximately 4m distance from the ground, above fascia level on the main road. The location of the signage would actually be corresponding to the residential building above the commercial premises. This location is therefore not characteristic for advertisements as it does not serve a designated space for such development.

As the occupation of the premises is already advertised across two shopfronts with particularly eye-catching advertisements, the additional advertisement along the side elevation of the building would result in visual clutter. The side elevation of the building is particularly prominent along the street and on long views and therefore the proposed advert would appear visually obtrusive and unattractive and would harm the appearance and character of the host building.

When considering the character of the area, the commercial properties have advertisements within the shopfronts and of modest projection in line with the Council's policies and guidance. There is no evidence of secondary signage above fascia level to the side elevations of buildings to suggest that any such development would be acceptable. As such, the proposed sign is considered to be overly prominent and would be detrimental to the host property and the wider area.

3.Public Safety

Due to its design and location on the flank elevation of the building, it is not considered that the sign would cause any significant harm to public safety and is considered acceptable in this aspect.

4.Conclusion

The non-illuminated advertisement by reason of its prominent location, in an undefined area would result in an incongruous addition which would be detrimental to the character and appearance of the host building and street scene.

5.Recommendation : Refuse advertisement consent:

Reason for refusal:

The proposed advertisement, by reason of its size, scale, position and location would result in a visually dominant addition and clutter, which would cause harm to the character and appearance of the host building and streetscene, contrary to policies A1 (Managing the impacts of development), D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017 and Policy 2 (Design and Character) of the Fortune Green and West Hampstead Neighbourhood Plan 2015.