

Application ref: 2022/5159/A
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SM Planning
80-83 Long Lane
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Workshop And Premises At Unit 6 & 5
Spectrum House
32-34 Gordon House Road
London
NW5 1LP**

Proposal: Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign to front elevation.

Drawing Nos: Covering Letter; Design and Access Statement; Site Plan; Location Plan; 4470/003; 4470/004; 4470/005; 4470/006; 4470/007_A; 4470/008; 4470/009; 4470/010; P-187574-210_B; P-187574-213; P-187574-217; Surrounding Advertisement and 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
- (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.

Informative(s):

- 1 Reasons for granting permission:

The proposed signage is considered to be acceptable in terms of its size, design, materials, location, and method of illumination. The projecting sign is modestly sized and appropriately positioned level with the fascia. The fascia has a luminance level of 375cd/m² and the projecting sign has a luminance level of 204cd/m², both of which are considered acceptable given the non-residential character of the building and site location.

The proposed signage is modest in size and respects the character of the building as a whole, as its design is simple and uncluttered and does not disrupt the architectural style of the host building or its art deco character. Although signage that is internally illuminated is generally discouraged in conservation areas, the proposed signage is modestly sized and designed and would remain subservient to the building, which is itself more contemporary in character, meaning no traditional features would be harmed. The illumination would also not cause light pollution to nearby residential properties due to its low luminance and would be static rather than feature flashing elements. The sign would therefore preserve the

streetscene and wider character of the Dartmouth Park Conservation Area and is acceptable.

The proposals would not be harmful to visual amenity nor pedestrian and vehicular safety.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policies D1, D2, and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer