



Kara Alberts
Director
Basement, 75 Haverstock Hill, NW3 4SL
+447976894179
kara@thebarremethod.co.uk

27 September, 2023

VIA PLANNING PORTAL

Development Management
Camden Council Camden Town
Hall Extension Argyle Street
London WC1H 8EQ

Dear Sir / Madam,

APPLICATION FOR ADVERTISEMENT CONSENT 75 HAVERSTOCK HILL, LONDON, NW3 4SL PLANNING PORTAL REF. PP-12489391

On behalf of The Barre Method Ltd. (trading name Collabarre8), I submit an application for advertisement consent relating to 75 Haverstock Hill, London, NW3 4SL ("the site").

The proposal, as shown on the submitted drawings, relates to the installation of one non-illuminated projecting sign.

Accordingly, please find enclosed:

Application form;
01 Existing site and Location plan;
02 Proposed Plan and Elevation;
and
03 Detailed Signage.

A BACS payment for £132.00 to cover the application fee will be made given this submission via the Planning Portal along with a £64.00 service charge.

Proposal

This application seeks express advertisement consent for the installation of one non-illuminated projecting sign to the shopfront. The projecting sign would feature 'Collabarre8' with logo. Detailed drawings of the proposed works form part of this application illustrating the proposals in full and seek to deliver an attractive signage to enable the beneficial occupation as a Barre fitness studio.

Assessment

The National Planning Policy Framework ("NPPF") (February 2019) and the Regulations permits the Local Planning Authority ("LPA") to only consider amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed signs.


Amenity

Paragraph 132 of the NPPF notes that the quality and character of places can suffer when advertisements are poorly sited and designed. The paragraph continues to note that the advertisement consent process "...should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

The Camden Local Plan (July 2017) sets out a number of policies seeking to control development. In so far as they may be considered, in relation to the amenity and public safety matters, they are summarised below.

Policy D1 (Design) of the Camden Local Plan promotes high quality design in development that respects local context, character and materials that complement the local character. The policy identifies multiple criteria to encourage such quality.

Policy D3 (Shopfronts) seeks to ensure that a high standard of design is achieved in new and altered shopfronts. This is supported by Policy D4 (Advertisements) which notes that the Council will require advertisements to preserve or enhance the character of their setting and host building. The policy continues to note that 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 site relates to a modern building with residential accommodation to the upper floors along the western side of Haverstock Hill. The shopfront has been designed to be modern and contemporary in appearance. The proposed advertisement would achieve a high standard of design which are in keeping with the character and appearance of the shopfront to the host building and wider streetscene along Haverstock Hill (there are many other protruding signs along this road). The design of the signage seeks to apply the highest standards design and is considered well scaled and located on an area of the shopfront designed to accommodate such signs.

For that reason, the signs are not excessive or obstructive and the materials to be used are in keeping with, and complementary to, the appearance of the host building. The sign is also comparable to many existing advertisements along Haverstock Hill, for example the recently approved application by ROK Planning on behalf of Tesco's on 4-8A Haverstock Hill & 45-47 Crogsland Road, London, NW3 2BL, 0.2 miles from the site in November 2022, who were approved for 5 different advertisements including an externally illuminated projecting sign (2022/4696/A).

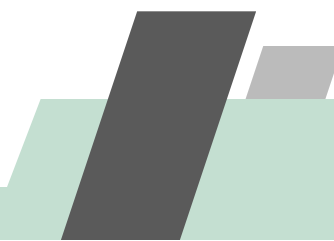
Also comparable, is Oliver's Fish and Chips, a mere 240ft away, where advertisement consent was granted in November 2010 for one internally illuminated fascia sign and one internally illuminated projecting sign (ref. 2010/2139/A). The external illumination of the projecting sign is also considered appropriate and subtle to the setting.

As such, the proposed advertisements are found to fully accord to the thrust of the NPPF, relevant policies of the development plan, namely Policies D1, D3 and D4 of the Camden Local Plan and the supporting guidance contained within CPG: Design and CPG: Advertisements.

The proposals would deliver a significant improvement to the building, streetscene and would be sympathetic to the setting. The proposals are therefore found wholeheartedly acceptable against the amenity test.

Public Safety

The location and design of the signage is not considered harmful to pedestrian or vehicular safety given the subtle appearance and illumination. The signage would not interfere with any traffic signs or visibility splays. The proposals therefore raise no public safety concerns and are acceptable in this regard.



Summary

The proposal is for the sensitive installation of one non-illuminated projecting sign to facilitate the beneficial occupation of the unit as a Barre Fitness Studio. The proposed signs are not detrimental to the visual amenity of the building or wider area, being located on parts of the building specifically and recently identified for such, and do not impose any harm on public safety. The proposals are therefore considered compliant with the necessary regulations, national and development plan policies (in so far as they can be considered) and it follows that there is full justification for approval of the application and the grant of advertisement consent. I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Yours faithfully,

A handwritten signature in black ink that reads "Kara Alberts". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

Kara Alberts
Director

