

To Whom it May Concern

I strongly object to this application on numerous grounds, all my objections are supported by the “Camden Planning Guidance: Advertisements, March 2018” document.

Firstly, the application does not respect the surroundings because:

- there are no other retail premises/building with an awning on the street, this should be considered in a particularly significant way given this is in a conservation area
- there are no other retail premises/building with illuminated signs, this should be considered in a particularly significant way given this is in a conservation area
- the scale of the advertisement in relation to the building is not acceptable it includes the entire width of the building, including above the entrance to the apartments in the upper floors
- this is in a conservation area and neighbours a listed building

The following is stated in the Camden Planning Guidance: Advertisements, March 2018 (section 1.11):

“Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.”

This application is in a Conservation area and the neighbouring building is Listed and it will harm the character and appearance of the immediate area considerably.

Sections 1.15, 1.17 and 1.18 of the Camden Planning Guidance: Advertisements, March 2018 provide further justification as to why this application is not suitable:

- the illuminated signs will be obtrusively sized and sited – the proposal is for the illuminated signs to be covering the entire width of the building. There are no other buildings in the street with any form of illuminated lights, they will unduly be dominant in the street scene
- the lights will disturb the residents above and adjoining the proposed restaurant with excessive light pollution impacting ability to sleep at night. Lighting akin to that included in this application was illegally in place recently (an enforcement notice was given to turn off the lighting), when it was lit it gave considerable light disruption to the people living in flats above and adjoining the shop and impacted their ability to sleep

It is not clear if there is proposed to be an illuminated box sign, if this is intended, it will not be in accordance with any planning guidance in the context of a Conservation Area with listed buildings in close proximity.

Finally, in the “Neighbour and Community Consultation” section of the application it states that “The Applicant has consulted with neighbours accordingly”. I live in the building and have not been consulted, nor have others who neighbour the application.

Best regards