

Submitted via Planning Portal

Planning and Building Control
Camden Council

21 October 2024

Our Ref: 7782

Dear Sir / Madam,

Application for Advertisement Consent – 42 Gloucester Ave. NW1 8JD

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an application seeking advertisement consent for the installation of signage at the above address in connection with its occupation by Gail's.

Application Site Context

The application site comprises a ground floor commercial unit, forming part of a five-storey new build mixed-use scheme with residential and commercial office space above. The commercial floor space is currently vacant, having most recently been occupied by an artisan grocery store (Use Class E).

The surrounding area is predominantly terraced residential housing, with commercial uses occupying a few ground floor units nearby. Shopfront and advertisement arrangements of the area are of both traditional and modern design, sympathetic to the character of the area.

The site itself is not statutorily or locally listed, but nearby buildings such as The Engineer Public House and Camden Incline Winding Engine House are both Grade II listed. The site is situated within the Primrose Hill Conservation Area: Central Area.

Application Proposals and Heritage Considerations

Gail's are seeking advertisement consent for the following signage installations:

- 1 no. internally illuminated fascia sign
- 1 no. non-illuminated hanging sign

The proposed advertisement is of a high-quality finish, complimentary to the building's façade, and results in no change to the shopfront's existing structure or arrangement, thus ensuring the overall appearance of the site remains unaltered. With consideration to NPPF guidance relating to advertisement control (Paragraph 141), the proposed advertisements in terms of their scale and design will have no negligible impact on the interests of surrounding amenity or public safety. The proposals also demonstrate complete compliance with Local Plan Policy D4 which requires signs and advertisements to

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Sam Deegan | Niall Hanrahan | Rob Scadding | Paul Galgey

Associates
Charlotte Hunter | Charlotte Perry | Grace Beeby | Charlotte Parry | Jamie Pert
Sam Elliott | Katia Clarke | Will Rogers

'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 is located within the Primrose Hill Conservation Area; as required by Policy D2, development in Conservation Areas is required to preserve, enhance or make a positive contribution to the character or appearance of the area. Proposals for new shopfronts within Primrose Hill Conservation Area are expected to preserve or enhance the visual character and appearance of the street, through respect for the proportions, rhythm and form of the original frontages.

The proposed advertisement is entirely in-keeping with the modern building in which it is located, and the sites surrounds, and as previously stated, would result in no change to the shopfront's existing structure or arrangement. The proposed advertisements are of a minor nature and do not seek the installation of a shopfront feature not already present in the area.

To this end, these proposals will not result in the introduction of an advertisement feature that would cause harm to the Conservation Area, and therefore would demonstrate complete compliance with Policy D2. Paragraph 203 of the NPPF, requiring local authorities to take account of the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, must also be considered in this instance, with the proposals contributing to the re-occupation of a vacant commercial unit.

In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £165.00
- Site Location Plan
- Existing & Proposed Elevations

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,



Tamsin Penberthy

Assistant Planner

Planning Potential

London

Enc.