

From: Pam White
Sent: Wed Nov 13 15:51:10 2024

Cc: Connie Marinetto

Subject: Fwd: 42 Ground Floor Cafe Gloucester Avenue London Camden NW1 8JD : 2024/4733/P & 2024/4734/A Application type: Advertisement Consent

Importance: Normal

I am sorry to reiterate this but it seems that this is not really an advertisement consent as it proposes major changes to the frontage of the building in the CA. It should really perhaps be a full planning application and we can only suspect that the applicant might be trying to get this unusually obtrusive signage through without proper process.

This is an external mounting of 3D illuminated lettering on top of the building (the glass box at the frontage of 42 Gloucester Avenue and therefore very strategically and obtrusively placed) in the CA. There drawings are inadequate as they do not give the height or width of the lettering but, to compare it with the other sign , at 750 (is this the height?) x 400mm, it might be almost 1m in height.

It seems the technicians assessing it might have not noticed what the application was for , especially as it is described as '3D illuminated letters'. It is like a graphic sculpture on the roof of this glass part of the building:

PROPOSED CENTRALLY FIXED 3D ILLUMINATED LETTERS APPLIED INDIVIDUALLY ON TO ALUMINIUM BASE WHERE DRIVER AND CABLES TO BE HIDDEN.THE BASE IS SECURED BY VBH TAPE FIXED ON GLASS TOP.

If any other shop in the CA proposed to put this display on top of their shopfront, it would certainly need to be a full planning application with full consultation process and it would almost certainly not be granted. Applicants can choose to give their application any sort of title and this is misleading; it is even more misleading to describe it as 'an advertisement consent' application.

PH45 in the Primrose Hill CA Statement also advises against this sort of signage.

If it is a full planning application with full consultation process, and with full dimensions of this sculptural element, then I think many local residents would want to oppose it. As an advertisement consent application it makes a mockery of the CA planning process and disenfranchises people.

Pam White

Begin forwarded message:

From: Connie Marinetto <Connie.Marinetto@camden.gov.uk>

Subject: RE: 42 Ground Floor Cafe Gloucester Avenue London Camden

NW1 8JD : 2024/4733/P & 2024/4734/A Application type: Advertisement Consent

Date: 13 November 2024 at 10:47:01 GMT

To: Pam White [REDACTED]

Hi Pam,

[REDACTED]

Kind regards,

Connie Marinetto
Planning Officer

Telephone: 020 7974 8012

From: Pam White <[REDACTED]>

Sent: 13 November 2024 09:25

To: Connie Marinetto <Connie.Marinetto@camden.gov.uk>

Subject: Re: 42 Ground Floor Cafe Gloucester Avenue London Camden NW1 8JD : 2024/4733/P & 2024/4734/A Application type: Advertisement Consent

You don't often get email from [REDACTED]. Learn why this is important	
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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

On 12 Nov 2024, at 11:26, Pam White <[REDACTED]>

Will you take comments on this application up to the closing date on the related Planning Application 2024/4733/P?

Pam White

[REDACTED]
[REDACTED]

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