

Application ref: 2024/5609/A
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Date: 10 February 2025

Development Management
Regeneration and Planning
London Borough of Camden
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planning@camden.gov.uk
www.camden.gov.uk/planning

DWD Property and Planning Ltd
69 Carter Lane
London
EC4V 5EQ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Alpha House
Regis Road
London
Camden
NW5 3EW

Proposal:
Installation of 1 non-illuminated and 4 internally illuminated signs.
Drawing Nos: Location Plan; Cover Letter; 2314-L01-B; 2314-P11-D; 2314-P12-B; 2314-P13-C

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.

- 6 The use of the illumination on signs 1, 2, 3 and 5, hereby permitted, shall not operate other than within the following times:

08.00am Hours to 20:00pm Hours - Monday to Sundays, Bank Holidays and Public Holidays.

Reason: To safeguard the amenity of the adjoining premises and the area generally in accordance with policies A1 and D1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting:

The applicant seeks Advertisement Consent for 1 non-illuminated signs and 4 internally illuminated signs.

The proposed signs at first floor level on the east and side elevation will comprise of yellow and red lettering on a black background. The fascia sign on the south elevation will be non-illuminated and the fascia sign on the east elevation will be internally illuminated (letter only), static with illumination levels set at 300cd/m². The proposals have been amended during the course of the application to reduce the height of the high level adverts and to remove illumination from the advert on

the southern elevation and on the eastern elevation to reduce the level of illumination from 600cd/m² to 300cd/m². Advertisements above ground floor level are usually not supported, however in this instance, given the character of the sites location, presence of other high level advertisements, and at a their revised height and illumination, the proposals are considered appropriate in terms of size, design, material, positioning and illumination, and would not appear out of keeping with area.

The proposed signs at ground floor level will comprise of red Perspex lettering on a white aluminium background. The illumination will be static and limited to the red Perspex lettering only with illumination levels set at 300cd/m² which is considered appropriate in terms of size, design, material, positioning and illumination, and would not appear out of keeping with area.

The proposed signage is considered to be acceptable in terms of size, design, location and level and method of illumination. Illumination of the proposed signs will be subject to conditions and limited to the operating hours of 8am and 8pm only. The signage would not impede the character and appearance of the host building or the streetscape and neighbouring businesses.

The proposal was amended by the agent in response to advice given on the impact of possible light pollution due to original position and illumination levels of the proposed fascia signs. As a result the illumination levels were reduced from 600cd/m² to 300cd/m², Fascia signs 1 and 4 were reduced in size and lowered to first floor level and illumination of sign one proposed to be subject to time control.

There are no amenity concerns to neighbouring properties as a result of this proposal. The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policies A1, CC1, D1 of the Camden Local Plan 2017, London Plan 2021 and the National Planning Policy Framework 2024.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be

heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope
Chief Planning Officer