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Planning and Building Development
London Borough of Camden
5 Pancras Square
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N1C 4AG

13 February 2025

Our Ref: 7944

Dear Sir / Madam,

Application for Advertisement Consent – Atlantic House, 128 Albert Street, London NW1 7NE

On behalf of our client The Basement London Ltd (Basement Gym), 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 a new gym operator.

Application Site Context

The application site comprises a commercial unit, forming part of the ground floor of the two storey building (Atlantic House), situated at the corner of Albert Street and Parkway. The unit has frontage onto Albert Street, and is currently vacant, having most recently been occupied by Fitness First (Use Class E). The remainder of the ground floor of Atlantic House is occupied by the Earl of Camden public house, and a food store (Whole Foods Market). The upper floor consists of office floorspace.

The western boundary of the site borders the southern side of the Camden Town town centre boundary. Reflective of this location, to the north of the site is Parkway, which consists of a commercial street host to a variety of retail, commercial and leisure uses at ground floor level. The shopfronts of these uses vary from traditional to modern installations, with a range of signage installations and methods of illumination. On the opposing side of Albert Street are residential properties.

The building itself is neither statutorily nor locally listed. On the west side of Albert Street, the residential terrace located immediately opposite the site is Grade II Listed. The Spread Eagle public house, located opposite the site on the corner of Albert Street and Parkway, is also Grade II Listed. The site is situated within the Camden Town Conservation Area.

Application Proposals

The Basement London Ltd are seeking advertisement consent for the following signage installations:

- 1 no. halo-lit fascia sign, to be installed above the central entrance of no. 128 Albert Street;
- 2 no. non-illuminated blade signs, to be located either side of the entrance at no. 128 Albert Street

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Design and Heritage Justification

The proposed advertisements are of a high-quality design and finish, complimentary to the building's façade, and results in no alteration to the shopfront's existing structure or arrangement, thus ensuring the overall appearance of Atlantic House remains intact. This is supportive of the principles of Policy D4 of the Camden Local Plan, which requires advertisements to preserve or enhance the character of their setting and host building.

The use of static halo-lit illumination for the fascia lettering is subtle in nature, utilised to only illuminate the area immediately surrounding the letters; this ensures that there is no given rise to excessive light, and provides an advertisement solution that will not be considered overbearing. This is compliant with Paragraph 1.14 of the Camden Planning Guidance 'Advertisements' document (March 2018), which requires the *"type and appearance of illuminated signs to be sympathetic to the design of the building on which it is located. The method of illumination should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external"*.

With the site being located on the edge of the Camden Town town centre boundary, and upon reflection of the sites long established commercial use, there is a need for a signage arrangement to reflect this location and setting. Notwithstanding, it is appreciated that the site is located within the Camden Town Conservation Area; to this end, the proposed method of illumination, and the size of the signage when compared to the wider building, has been designed to ensure that it completely respects the scale of the building, respects residential amenity, and gives no rise to unacceptable conditions. With consideration given 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.

Indeed, the Earl of Camden public house, located immediately to the north of the site and within Atlantic House, is host to 2 no. halo illuminated fascia lettering signs, including one on the Albert Street elevation. This method of illumination, located on a site directly within the setting of the application site, demonstrates that halo-lit fascia lettering will not be out of keeping with the area, nor result in the addition of an advertisement feature not already approved within the Conservation Area. This application is also accompanied by an Illuminated Signage Audit, providing a record of all sites within the setting of the application site to have illuminated lettering installed; this demonstrates an eclectic range of illuminated signage that is reflective of a town centre area, and also deemed to preserve and enhance the Camden Town Conservation Area by Officers. 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; with these proposals giving rise to no harm, and also assisting in contributing to the re-occupation of a vacant commercial unit, these proposals preserve the significance of the Conservation Area, and thus secure compliance with Policy D2.

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,



James Baker

Planner

Planning Potential

London

Enc.