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Dear Sir/Madam

**Linton House, 39-51 Highgate Road, NW5 1RT**  
**Application for Consent to Display an Advertisement**

On behalf of the applicant, Norman Linton (Holdings) Ltd, we write to submit an application for consent to display an advertisement at the above site. Specifically, consent is sought for:

*Display of internally illuminated metal fascia sign to Highgate Road elevation above the residential entrance of the development known as Linton House*

In support of this application, in addition to this covering statement please find enclosed the following:

- The relevant application form;
- A site location plan; and
- Drawings indicating the extent and design of the proposed advertisement;
  - East Elevation as Approved Ref. 301 Rev.P4
  - East Elevation as Proposed Ref. 301 Rev. P5
  - External Signage (Ref. 438 Rev P1)

A cheque for the relevant application fee of £110 will be submitted separately by post.

**Planning History**

The application site has an extensive recent planning history for the redevelopment of the building to provide residential development. Of most relevance to this proposal is the approval of a new residential entrance foyer at ground floor level of the building (Ref. 2015/3555/P granted 23<sup>rd</sup> September 2015). This followed prior approval being granted for the change of use of the upper floors of the building to residential as permitted development (Refs 2014/4616/P; 2014/4618/P; 2014/4619/P and 2014/4620/P all granted on the 23<sup>rd</sup> July 2014).

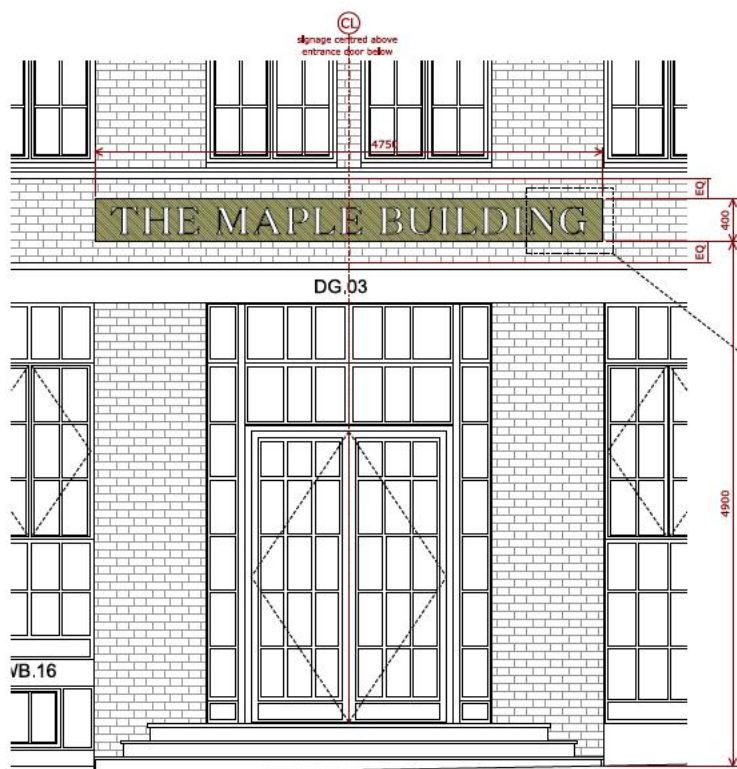
The physical development of the building is currently undergoing construction following the implementation of the above consents.

This proposal is intended to further enhance the appearance of the building and clearly designate the buildings residential entrance at street level.

**Proposed Signage**

It is proposed to install an internally illuminated metal fascia sign above the residential entrance to Linton House, 39-51 Highgate Road. The sign will comprise of the wording ‘The Maple Building’ and will be formed in a metal finish with the text fret cut into it. The sign will be internally illuminated with LED strip lighting illuminating through the fret cut lettering.

The layout of the proposed sign is illustrated below. Full proposed elevation drawings have been submitted in support of this application.



**Policy Context**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) set out the provisions for “deemed consent” of certain types and sizes of adverts. Specifically, under Class 2(a) a wide variety of small notices and signs and given deemed consent including street numbers or names but must not exceed 0.3 Sqm in area or be illuminated.

The proposed sign will be 1.71 Sqm in size and illuminated, as such, it is considered that formal express consent is required for the proposed advert.

General requirements to ensure good design and protect heritage assets are set out under Development Policies DP24 and DP25. Specific guidance for the display of advertisements is set out within Section 8 of CPG1 – Design.

The proposed sign has been sympathetically designed in order to maintain the character and appearance of the building, whilst respecting and enhancing its surroundings and the design of the approved building. The proposed signage will retain those elements that contribute positively to the streetscene. The proposed illumination has been designed sensitively and will softly illuminate the area behind the proposed lettering.

It is considered that the proposed signage offers good design and protection to local heritage assets in accordance with Development Policies DP24 and DP25 and is therefore acceptable.

### **Layout**

The sign is proposed as follows:

- Dimensions of 400mm(H) x 4750(W) x 90mm(D)
- It will protrude by a maximum of 110mm from the face of the elevation.
- The maximum height of the sign from the ground to the base of the advertisement will be 4900mm
- The maximum height of the wording will be 250mm

### **Materials**

The advertisement will be formed in a folded metal signage tray with bronze finish. The wording 'The Maple Building' will be fret cut to centre with opal diffuser inserts.

### **Fixings**

The sign will be fixed to the existing masonry on pins in a finish to match the signage.

### **Illumination**

As mentioned above, the wording 'The Maple Building' will be fret cut to centre to centre with opal diffuser inserts. The sign will be internally rear illuminated with IP rated LED strip lighting suitably located to ensure even light distribution of lettering through the opal diffusers.

The lighting proposed is subtle and does not result in light spill beyond the illumination of the signage.

### **Access**

The proposed advertisement will have no effect upon the proposed access.

### **Time Period**

The advertisement is proposed to be permanent.

### **Conclusions**

The proposed sign will sit above the residential entrance to 39 – 51 Highgate Road. It has been sensitively designed to respect the building.



The illumination of the signage has been designed sensitively to softly illuminate the area behind the lettering. It is considered that the proposed signage is acceptable and meets the design criteria as set out in Policy DP24 and DP25 and Section 8 of CPG1 – Design.

Yours faithfully

A handwritten signature in black ink that reads "Savills". The signature is written in a cursive, flowing style.

Nigel Dexter  
Associate