

Our ref: YM/Fox/1018/rk

Development Management
London Borough of Camden
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

29 April 2019

Dear Sirs

APPLICATION FOR ADVERTISEMENT CONSENT – 58-60 MARCHMONT STREET, LONDON WC1N 1AB

I am pleased to write on behalf of our client, to submit an application for advertisement consent at the above property. Specifically, advertisement consent is sought for the following:

'External installation of internally illuminated digital screen'

As such please find enclosed the following:

- Application Form;
- Existing and Proposed, Sections, Elevations and Floorplans prepared by MZA Planning; and,
- Planning Statement (contained within this letter).

An assessment of the proposals and key planning issues within the context of the relevant planning policies is set out below.

Site and Surroundings

The Site comprises a 5 storey (plus basement) terraced property with commercial (Class A1) uses at ground and basement floor level and residential (Class C3) use on the upper floors. The property is on the east side of Marchmont Street in the London Borough of Camden (LBC). This application solely relates to the commercial use at ground and basement level.



mediation of space - making of place

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Registered in England 7911049 at 32 Woodstock Grove, Shepherds Bush, London W12 8LE

The property is not statutorily listed but is located within the Bloomsbury Conservation Area.

There are no other site specific planning policies of relevance to this application.

The surrounding area is characterised by a wide variety of commercial units at ground floor level, with residential uses on the upper floors. The area is also characterised by the wide variety of adverts that feature as part of the commercial uses at ground floor level.

Planning History

There is no planning history of relevance to this application.

Proposed Development

Advertisement consent is sought for the erection and installation of a digital screen to the front elevation of the building. It would sit between the two principal windows and would occupy the space previously used for the display of two adverts of comparable size.

This sign would be internally illuminated and would display static adverts in connection with the ground floor occupants' business.

Planning Policy Framework

The development proposals take account of relevant national, regional and local planning policy. This section of the Planning Statement set out the relevant adopted and emerging planning policy framework, against which the proposals are assessed in Section 6 of this Planning Statement.

Adopted Planning Policy Framework

In accordance with Section 38(6) of the Planning and Compulsory Act (2004), planning applications should be determined in accordance with the Development Plan, unless other material considerations indicate otherwise.

The relevant adopted development plan documents for the site comprises of the:

- London Plan consolidated with alterations (2016)(the 'London Plan'); and,
- LBC's Local Plan (LP)(2017).

In considering the development proposals, other relevant documents which will form material considerations in the determination of the planning application include the National Planning Policy Framework (NPPF)(2012), and the National Planning Policy Guidance (NPPG)(2014 as updated).

There are also a number of Supplementary Planning Guidance/ Documents published by the GLA and LBC which provide guidance on standards for development proposals. These documents are referred to throughout this Statement where relevant, including inter alia:

- Camden Planning Guidance: Advertisements (2018).

Key Planning Issues

The key planning issues and considered to comprise the following:

Design and Appearance

LP Policy D1 requires development to respect local context and character, utilise high quality detailing and materials and integrate well with the surrounding streets. It also states the Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

LP Policy D4 further requires adverts to preserve the character and amenity of the area; and, preserve or enhance heritage assets and conservation areas.

It is proposed to erect and install a digital screen to the front elevation to display static adverts in connection with the ground floor occupants' business. This display would be attached to the brick column between the two principal shop windows. It would occupy the space previously taken by two non-illuminated adverts.

The screen is small enough to be considered a subservient addition to the shop front, being not much larger than one of the adverts it replaced. It also has a slim design to ensure it doesn't project very far beyond the front elevation.

Given the commercial nature of Marchmont Street and the wide variety of advert designs and styles to each premise on the street, it is not considered that the proposed digital advert would appear as an incongruous addition. It is noted that

it would be illuminated, but this illumination would not be so bright so as to detract from the design of the wider shop frontage.

The sign itself would benefit from deemed consent were it to be set at least 1m inside of the window. Of course, the sign is installed externally, however, it is not considered that this external installation results in any significant adverse harm so as to justify the refusal of this application.

For these reasons the proposals are considered to accord with LP Policies D1 and D4 and Camden Planning Guidance: Advertisements.

Residential Amenity

LP Policy A1 requires new development to protect the quality of life of occupiers and neighbours, and states LBC will resist development that fails to adequately assess and address transport impacts, visual privacy, outlook, daylight and sunlight etc.

Given the commercial nature of the street and the moderate static illumination it is not considered that the sign would have any adverse impact on the residential amenity of neighbouring properties.

Pedestrian and Highway Safety

The sign would be installed parallel to the street, would have moderate illumination and would only include static adverts. As a result, it is not considered that it would have any adverse impact on pedestrian and highway safety.

Conclusion

The proposed sign has been carefully located to ensure that it appears as a subservient addition to shop premises. The sign is modest in scale and has a slim depth which minimises any forward projection beyond the existing front elevation giving it a ubiquitous appearance.

As a digital sign, it would be internally illuminated, however, the adverts displayed would be static and it would be installed parallel to the street, thus minimising any potential adverse impact on pedestrian and highway safety.

I trust the enclosed is in order and look forward to confirmation that this application for advertisement consent has been validated.

Should you have any queries, please don't hesitate to contact me.

Yours Sincerely



Jorge Nash
Senior Planner