

Application ref: 2019/3872/A  
Contact: Samir Benmbarek  
Tel: 020 7974 2534  
Date: 21 August 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Contemporary Design Solutions  
46 Great Marlborough Street  
LONDON  
W1F 7JW

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**65-67 Holmes Road**  
**London**  
**NW5 3AN**

Proposal: Display of 2x internally illuminated hanging signs to front elevation of cafe and student accommodation entrance [part-retrospective]

Drawing Nos: Unnumbered Location Plan; A(GA)400; email from Contemporary Design Solutions LLP dated 15/08/2019.

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.

#### Informative(s):

- 1 Reason for granting advertisement consent:

Proposed are two internally illuminated fascia signs; the first signage lettering ('THE STAYCLUB') would measure 2.71m width x 0.33m height x 0.06m in depth. It would be constructed of steel and would be internally illuminated (static) using neon lighting. The second signage lettering ('The Holmes Café') would measure 1.89m width x 0.40m height (its maximum height at the centre of the advert) x 0.02m depth. The associated electrical cabling behind the lettering would have a depth of 0.1m. It would be constructed of steel and would be internally illuminated (static) using neon lighting. This advert is already displayed and retrospective consent is being sought.

Generally, internally illuminated signage is discouraged in accordance with CPG Advertisements; however; in this unusual instance, the proposed 2x internally illuminated hanging signs are considered acceptable. The property is of modern construction, design and finish (developed during the 2010s) as is the surrounding area. The site is not within a conservation area, nor are there any nearby designated or non-designated heritage assets.

Overall, it is considered that the proposed adverts respect the form, fabric, design and scale of the host building and surrounding area in line with CPG

Advertisements. Further adhering to CPG Advertisements, proposed signage would be located underneath the existing canopy that is beneath the fascia level, and would have a low level of illumination at 168cd/m2 for "the Holmes Café" sign, and 182cd/m2 for "The Stay Club".

As such, given the siting, scale, design, material finish and level of illumination of the signage, coupled with the design and material finish of the host property and surrounding area, the proposed signage is considered to be acceptable in this unusual instance.

Given the siting, scale, design, material finish, static nature, and level of illumination, the proposed signage would not result in undue harm to neighbouring residential amenity or be harmful to either pedestrian or vehicular safety.

The application site's history and relevant appeal decisions have been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer