

From: John Slater

Sent: 03 January 2020 10:41

To: Young, Tony

Cc: McClue, Jonathan; Nick Bradfield, DPCAAC; Alan Cowell; Uys, Tessa; Sagov, Margo

Subject: Comment by DPCAAC on Application 2019/2019/5811/A

Dear Tony

This application relates to the first of 8 Retail Units, which will be applying for Advertising Consent, and hence represents a precedent for the 1-11A Swain's Lane New Development.

In respect of the fascia, it is understood that, by law, the address number should be on the fascia and this should be set by condition. A numbered drawing of the agreed elevation should also be included in any Decision.

It is noted that there is a business in nearby Kentish Town also called the Wine Cellar, which could cause confusion.

Lighting is a critical issue. There is a need to recognise Camden's Policy on illumination, especially in Conservation Areas, the character of the area as set out in the draft Dartmouth Park Neighbourhood Plan and the Dartmouth Park Conservation Area Statement Appraisal.

Camden's Planning Guidance Policy on advertisements, March 2018, indicates the need for spot lights and trough lights to be fixed and sized to avoid light

pollution, especially in residential or conservation areas.

In particular, Para 1.16 draws attention to the need to take account of the intensity of illumination and the surface area to be illuminated.

Furthermore, 1.17 states that applicants should ensure that an advertisement does not become unduly dominant in the street scene, disturb adjoining residents at night, or cause safety hazards to drivers.

The Dartmouth Park Conservation Area Statement Appraisal states that “a significant contributory factor of the character of the area is that of darkness” This is a new parade replacing a low key area of garages with no previous illumination. It is in a sensitive residential area with low lighting and abutting Hampstead Heath. The draft DP Neighbourhood Plan refers in para 2.10.10 to attractive green streets, open spaces and natural environment that should not only be maintained but enhanced. Illumination after dark should not impact on the listed buildings to the North and should not cause light pollution to those in Brookfield Mansions.

If a trough light is to be used, it should be a soft yellow light with a low level of luminosity. A luminosity limit should be a condition of any approval.

John M Slater

DPCAAC