

13<sup>th</sup> August 2020

Regeneration and Planning  
London Borough of Camden  
5 Pancras Road  
Kings Cross  
NC1 4AG

Submitted via the Planning Portal

Dear Sir or Madam

**Spectrum House, 32-34 Gordon House Road, NW6 1LP  
Application for Advertising Consent.**

On behalf of F55 Gospel S.A.R.L please find enclosed an application for Advertising Consent for a new flag and flagpole to be located on the roof of Spectrum House, 32-34 Gordon House Road.

The application comprises the following documents:

- Location Plan;
- Site Plan;
- Elevation 1 – Existing and Proposed;
- Elevation 2 – Existing and Proposed;
- Elevation 3 – Existing and Proposed;
- Roof Plan – Existing and Proposed;
- Flagpole Data Sheets;
- Photo showing example fixing mechanism; and
- Image of the flag design.

Payment of the relevant fee is being made in parallel.

Spectrum House is a substantial office complex located on the north side of Gordon House Road. Recent approvals have secured the change of use of three units to enhance the commercial offering and provide a café and gym on site. The site is located within the Dartmouth Park Conservation Area. No listed buildings are present on site.

The proposed flag shall be located to the south of the building, fixed to the main stairwell core extending above roof level. The pole shall measure 7m in height and comprise fibreglass. The design of the flag comprises the Queens Award for Enterprise, which is awarded for outstanding achievement by UK businesses in the categories of innovation, international trade, sustainable development or promoting opportunity through social mobility. This was recently awarded to the occupiers of Unit 31 at Spectrum House.

Local Plan Policy D4 requires all advertisements to preserve or enhance the character of their setting and host building. They must also respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

The Advertisements CPG confirms that in general, the most satisfactory advertisements are those which take into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building.

The design is commensurate to the commercial nature of the building and wider area and shall appear as a muted addition when seen in the wider context of Spectrum House. The overall form, fabric, design and scale of the building shall remain unchanged.

The flag shall comprise a high-quality addition that advertises the exemplary quality of the commercial operation at this location, retaining the existing commercial character and preserving the character of the Dartmouth Park Conservation Area. This is considered to be in accordance with Local Plan Policy D4.

There shall be no harm caused to neighbouring amenity or public highways safety. No illumination is proposed, in accordance with the Advertisements CPG.

### **Closing**

We trust that the submitted documentation is sufficient for validation and subsequent determination of this application, however, if you have any queries please contact Sophie King of this firm [sking@danielwatney.co.uk](mailto:sking@danielwatney.co.uk) 07850068313.

Yours faithfully



**Daniel Watney LLP**  
Planning and Development