

FAO: Planning Department
Camden Council
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam,

Re: The Industry Building, 23-25 Hampshire Street, London NW5 2TE

On behalf of our client, Pirate Studios Ltd, DLP Planning Ltd are pleased to enclose an Advertisement Consent application for one projection sign, one logo sign and a vertical fascia sign comprising individual letters on the principle elevation of 23-25 Hampshire Street.

The site lies within the London Borough of Camden and sits at the end of a cul-de-sac residential street served off Torriano Avenue (A5200) to the eastern edge of Kentish Town, Camden. The property does not lie within a Conservation area and is not a listed building.

Access to the site is gained via Hampshire Street as the site is bounded on all other sides by abutting commercial / residential properties. The existing use of the building is B1 and Pirate Studios, a recording studio business currently occupy the business space.

Whilst this facility will attract a wide ranging clientele, not all visitors will be familiar with the location, so it is important that good signage is provided. This application seeks consent to add a logo sign, a projecting sign and individual lettering to the building to effectively assist in identifying the location and use of the building as well as generally advertising the business and increase awareness of it in the area.

The signage comprises three elements. The first is the lettering sign measuring 5.355m in height, 1.885m in width and 0.03m in depth. The second is the projecting sign which measures 0.515m in height, 0.800m in width and 0.15m in depth. Lastly is the circle logo sign which measures 0.900m in height, 1.321m in width and 0.033m in depth. Both the projecting sign and logo sign will be internally illuminated at 800cd/m² and 1250cd/m² respectively.

Relevant Planning Policy

National Planning Policy Framework 2019

Paragraph 132 states '*the quality and character of places can suffer when advertisements are poorly sited and designed*'. It further outlines that advertisements should be '*operated in a way which is simple, efficient and effective.... subject to control only in the interests of amenity and public safety...*'

London Plan 2016

The London Plan is the overall strategic plan for London. The Plan contains the Mayor's objectives for the City and replaces all previous versions of the document. It sets out an integrated economic, environmental, transport and social framework for the development of the capital to 2036. Each of

the London Boroughs' local plans needs to be in general conformity with the London Plan.

Policy 7.4 of the London Plan states that a development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings.

Camden Local Plan 2017

Policy D4 Advertisements states the council will support advertisements that:

- a. *preserve the character and amenity of the area; and*
- b. *preserve or enhance heritage assets and conservation areas.*

It goes on to explain the Council will resist advertisements that:

- c. *contribute to an unsightly proliferation of signage in the area;*
- d. *contribute to street clutter in the public realm;*
- e. *cause light pollution to nearby residential properties or wildlife habitats;*
- f. *have flashing illuminated elements; or*
- g. *impact upon public safety*

Camden Planning Guidance – Advertisements – 2018

Paragraph 1.8 of the document states “*All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment*”.

Paragraph 1.4 also states “*The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external*”.

Design and Amenity

The building lies at the end of Hampshire Street and is not overly prominent within the street scene. The individual lettering sign is considered appropriate to the scale of the building and would not be considered an unduly prominent feature on the building. The letters would be separate and made of aluminium and coloured black. The lettering is not illuminated and is considered to add character to the building.

The logo sign is small in scale and will be placed at the top of the external lift shaft. This design is simple with a letter ‘P’ placed on a white internally illuminated background at 1250cd/m². It helps to distinguish the business within the area and the illumination level for an advertisement this size would not result in any visual harm to the surrounding residential properties.

The box hanging sign is small in scale and discreet in nature but sufficient to identify the operation of the building itself. It is simple in design with a white background and small black lettering. The sign will be illuminated at 800cd/m². Taking into account its small size, this level of illumination should be considered acceptable in this location without resulting in any detrimental light pollution or visual intrusion to the surrounding area.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic and therefore raises no public safety concerns.

Based on all of the above, it is clear that the proposal is wholly in accordance with the policies of the development plan so far as they have any relevance to the proposal. In the absence of any other specific policies in the plan, the provisions of the Framework should be applied and accordingly we respectfully request that planning permission is granted without delay.

Accordingly, please hereby find enclosed the following information as pertains to the planning application:

- Cover Letter (this document)
- Location Plan
- Existing Principal Elevation
- Proposed Principal Elevation
- Proposed Roof Plan
- Proposed Signage Dimensions and Details.
- Indicative design

We look forward to receiving your written confirmation that the application has been duly validated. In the meantime, should you have any queries please contact me on 07824056764 or at leah.mcguinness@dlpconsultants.co.uk

Yours sincerely,

Leah McGuinness

**Leah McGuinness BSc, MSc MRTPI
Senior Planner**