

DPP Planning

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Sir/ Madam
Planning- Development Control
Camden Council,
Camden Town Hall,
London,
WC1H 8ND.

Ref: PP-09102570

Date: 25 Sep 2020

Dear Sir/ Madam

Application for advertisement consent to display a small illuminated sign on the side of Capital Law Limited Offices at 18a New North Street, Camden, WC1N 3PJ.

On Behalf of Capital Law Limited, we are pleased to submit this application for consent to display an advertisement. This small illuminated sign will be placed at Capitol Law Limited's office building at 18a New North St, Camden, WC1N 3PJ.

The Planning Submission

- Application Forms (DPP)
- Drawing of Advertisement (Capital)
- Site Location Plan

Planning Consideration

The enclosed advertisement drawing shows the dimensions (H x W) and the proposed example of the advertisement. All signs produced by Capital Law Limited follow the generic branding of the company and have proven to be effective and non-impacting on the visual immunity of the area and highway safety.

Camden's Advertisements (March 2018) Supplementary Planning Guidance provides advice on the design and siting of advertisements so that they contribute positively to the appearance and character of an area. This document supports the policies set out in the Camden Local Plan (2017) and to provide additional 'material consideration' in planning decisions.

The proposed advertisement lies on a site within Bloomsbury conservation area. Camden's local plan (2017) and its Supplementary Document on Advertisements (March 2018) state that "advertisements in conservation areas and or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings." The proposed sign is small enough, so it doesn't have a detrimental effect on the conservation area and its design is simple and complementary to its surrounding area.

Policy D4 of the Camden Local Plan (2017) applies to all advertisements within the council's jurisdiction. The policy states that "Advertisements should not become unduly dominant in the street scene, cause light pollution that disturbs residents at night, cause light pollution to wildlife habitats, or cause safety hazards to drivers." The advertisement proposed by Capital Law does not dominate the street scene due to its small size and will complement the buildings appearance.

Policy D4 also states that it will refuse advertisement consent applications if the sign flashes or intermittently does so. The proposed sign does neither of them so does not contradict this policy.

The illumination levels of the advertisement will be sympathetic to the design of the building and will adhere to the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements. This is in accordance with the Camden Planning Guidance, Advertisements (March 2018).

Summary

The application that has been proposed is fully in line with the Camden Local Plan (2017) and the Camden Planning Guidance, Advertisements (March 2018). The sign will be small, unobtrusive and complement the current buildings appearance. Alongside this, the illumination of the sign will be static, again in accordance with the Camden planning policy and guidance in respect of illumination.

I trust the drawing attached along with this cover letter and the application form is enough to allow the prompt registration of this application. However, should you have any queries or require additional information please do not hesitate to contact me.

Yours sincerely

Thomas Ryan
Assistant Planner
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DPP