

Our Ref: 21246/CJ/am  
Your Ref: PP-11163028  
Email: [cjones@firstplan.co.uk](mailto:cjones@firstplan.co.uk)  
Date: 06 April 2022

Planning Department  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
London  
N1C 4AG

Dear Sir/Madam,

**LISTED BUILDING CONSENT AND CONSENT TO DISPLAY ADVERTISEMENTS  
30 LEIGHTON ROAD, KENTISH TOWN, LONDON, NW5 2QE**

We are instructed by our client, N Family Holdings Ltd (trading as N Family Club), to submit the enclosed application for advertisement consent to display 1.no projecting sign and 1no. fixed display board in conjunction with their occupation of 30 Leighton Road, Kentish Town, London, NW5 2QE.

Recent permissions granted at the site (Planning Permission ref: 2021/4104/P and Listed Building Consent ref: 2021/5020/L both issued 18 February 2022) will facilitate the refurbishment of this building to become a children's nursery, to be occupied by N Family Club. The proposed signage will allow N Family Club to appropriately market their presence when the nursery opens as a new business in the area.

The following documents are included with this submission:

- Completed Application Form;
- Site Location Plan prepared by KWA (drawing ref. 2109\_KW\_P1\_DR\_01-01);
- Block Plan prepared by KWA (drawing ref. 2109\_KW\_P1\_DR\_01-02);
- Existing Site Information prepared by KWA (drawing ref. 2109-KW-PL-DR-06-01);
- Proposed Site Information prepared by KWA (drawing ref. 2109-KW-PL-DR-06-02); and
- Planning and Heritage Statement (contained within this letter).

This application has been submitted via the Planning Portal (Ref: PP-11163028) and the requisite fee of £132.00 plus the Planning Portal admin fee of £32.20 has been paid online. An accompanying application for listed building consent has also been submitted via the Planning Portal (Ref: PP-11163036).

**Application Site Description**

The application relates to a vacant Grade II listed former Postmen's Sorting Office situated to the front and central parts of the site, with a number of more modern extensions and amenity space to the rear. The site is located within the London Borough of Camden authority area.

The building fronts onto the southern side of Leighton Road. The frontage includes an off-road area to be used for cycle parking and bin storage, with a small length of historic railings and post box. The application site and surrounding area are depicted in the aerial photograph at Figure 1.



Figure 1. Aerial View of the Application Site

In terms of advertisements, there does not seem to have been any signage in place at the site relating to the previous occupiers. Figure 2 below shows the existing historic stonework and lettering to the building frontage.



Figure 2. Google Streetview image of the Application Site dated July 2021

No 30 Leighton Road was grade II listed in 1995 at the time of its conversion to office use (Historic England listing ref: 1379291) and the building is described as

***“Royal Mail sorting office. Dated 1903. Red brick with stone dressings. Hipped slated roof with central tall panelled brick chimney-stack set above a segmental pediment and flanked by brick pediments with ball finials above Diocletian windows with keystones. Symmetrical design. Lower single storey facade projects forward beneath the Diocletian windows to give a segmental-arched entrance with pilasters having enriched capitals***

*and frieze inscribed "Postmens Office", above which a pediment with carved royal coat of arms; original part-glazed double doors. Left hand bay with 2 sashes, upper halves with glazing bars; right hand bay with 3 smaller sashes, upper halves with glazing bars. Both bays with brick parapets, corresponding to doorway frieze, and having central segmental headed plaques carved with royal GR monograms. Original rainwater head and pipe to left hand bay. INTERIOR: not inspected."*

Immediately west of the application building is no. 28 Leighton Road, which is in residential use as flats. To the east at no. 32 Leighton Road is a modern office building. Beyond this at the rear of no. 32 is 'The Caversham Group Practice' and 'The Peckwater Centre'. Immediately north (opposite) on Leighton Road are residential properties.

In terms of planning designations, the application site is situated within the Kentish Town Conservation Area and also within the Kentish Town Neighbourhood Plan Area. The site is not located within an area at risk of flooding and has a PTAL Rating of 5 with very good access to public transport links. The Council's database further confirms that there is potential for contamination and that the site is situated within a Strategic View: Wider Setting Consultation Area (View from Kenwood to St Pauls).

### **Planning History**

No. 30 Leighton Road was constructed in the early 20<sup>th</sup> Century as a Postmen's Sorting Office. Its change of use was granted in 1995 to become a "studio/ office/workshop with ancillary warehouse/storage accommodation within Class B1 use". The building was subsequently extended to the rear in 1997 and 2003.

Most recently, Planning Permission (ref: 2021/4104/P) and Listed Building Consent (ref: 2021/5020/L) were granted 18 February 2022 to facilitate the internal and external refurbishment of this building to become a children's day nursery. The site is currently vacant.

While there is extensive planning history listed online for the application site, set out below in Table 1, there is no planning history relating to existing advertisement consents either for the site or surrounding buildings.

Application Ref:	Year	Proposal	Decision
33695	1982	Alterations at the rear of the existing building at 30 Leighton Road and the erection on land at the rear of 26-30 Leighton Road of a single storey pre-fabricated building for use as welfare accommodation for Post Office Staff.	Grant
9560125	1995	Partial demolition of a prefabricated building as shown on drawing nos. 95023/010 020.	Grant
9500975	1995	Removal of end section of existing prefabricated building and erection of a green PVC coated chain link fence 1800mm high with 3 runs of double twist security wire along the top the fence post are to be pre-cast reinforced concrete and incorporating a gate. (Plans submitted)	Permitted Development
LE9700265	1997	Demolition of existing portakabin and the erection of a single storey building for use as a design studio (Class B1) and alterations to the rear elevation comprising rendering of existing brickwork and the installation of decorative grilles over the windows. (Plans submitted)	Withdrawn – application revised

PE9700162	1997	Demolition of existing portakabin and the erection of a single storey building for use as a design studio (Class B1) and alterations to the rear elevation comprising rendering of existing brickwork and the installation of decorative grilles over the windows. (Plans submitted)	Withdrawn – application revised
LE9700265R1	1997	Demolition of existing pre-fabricated building, erection of a single storey building for use as a design studio (Class B1) and alterations to the rear elevation comprising the rendering of the existing brickwork and the installation of decorative grilles over the windows, as shown on drawing numbers 97/500/20, /21, /24, /1 to /4, /30i, and /30ii.	Grant
PE9700162R1	1997	Erection of a single storey building for use as a design studio (Class B1) and alterations to the rear elevation including installation of decorative grilles over the windows, as shown on drawing numbers 97/500/20, /21, /24, /1 to /4, /30i, and /30ii.	Grant
LE9800092	1997	Submission of details of roof materials, curtain walls, external services, render, grilles, railings and repair works, pursuant to condition 02 (a) – (h) of the Listed Building Consent dated 01/08/97 (Ref no. LR9700265R1).	Grant
2003/2999/P	2003	Erection of a single storey structure at the rear of the site for use as a garden room.	Grant
2015/4778/P	2015	Refurbishment with alterations of the Postman's Office to provide offices (Class B1a) and a communal access corridor, and redevelopment of the rear of the site to provide three 2-3 storey blocks for 2 live/work units (Sui Generis) and 7 residential units (Class C3), with associated landscaping, cycle and refuse stores.	Grant
2015/4856/L	2015	Internal and external alterations to the Postman's Office, and associated demolition of rear additions, to provide B1a offices and communal access corridor to residential redevelopment at rear of site	Grant
2016/6361/L	2016	Internal and external alterations to the Old Postmen's Office, to provide an accessible WC/Shower and kitchen within existing rear office room and two dog-legged stairs to each end of new mezzanine floor, as a variation to listed building consent dated 4.7.16 ref 2015/4856/L (for Internal and external alterations to the Postman's Office, and associated demolition of rear additions, to provide B1a offices and communal access corridor to residential redevelopment at rear of site wall).	Grant
2016/6378/P	2016	Amendments to planning permission reference 2015/4778/P dated 16/06/16	Withdrawn
2020/0644/P	2020	Demolition of rear buildings and construction of a replacement building to the rear to be used as offices (Use Class B1)	Grant

2020/0784/L	2020	Demolition of rear buildings and construction of a replacement building to the rear to be used as offices (B1) and associated internal alterations	Grant
2021/4104/P	2022	Internal and external refurbishment/reconfiguration works including replacement mezzanine and partitions, rear infill extension, window replacement/refurbishment, external plant and other works.	Grant
2021/5020/L	2022	Internal and external refurbishment/reconfiguration works including replacement mezzanine and partitions, rear infill extension, window replacement/refurbishment, external plant and other works.	Grant

**Table 1.** Planning History

## Application Proposals

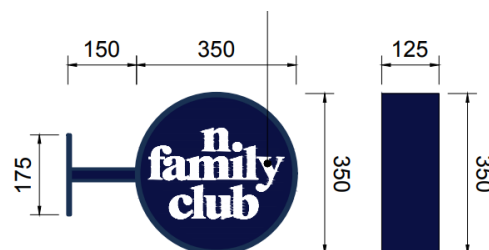
This application relates to the installation of two external signs to the building frontage. The first being an internally illuminated projecting metal sign, and the second a freestanding non-illuminated metal display board positioned adjacent to the metal boundary railings. An extract of the proposed frontage is included at Figure 3.



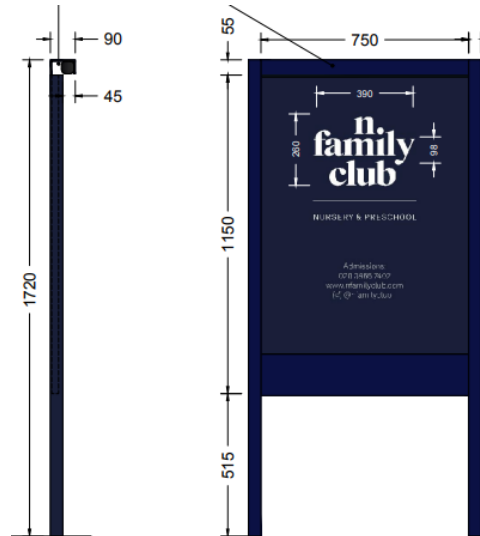
**Figure 3.** Extract of Proposed Elevation

Advertisement Consent is sought for these two adverts. Details of the proposals are included below:

- 1no. projecting metal sign to left of building frontage:
  - 350mm in diameter; 125mm deep;
  - Projecting 500mm from building frontage;
  - Blue powder-coated frame (RAL 5011) with white lettering to face (RAL 9003);
  - Internally illuminated, during operational hours of nursery only; and
  - Fixed to facade via metal bracket.



- 1no. freestanding metal display board adjacent to boundary railings:
  - 1720mm tall, 840mm wide and 9cm deep;
  - Powder Coated Blue (RAL 5011); with white lettering (RAL 9003); and
  - Externally illuminated during operational hours of nursery only, with discreet cabling routed through post.



## Planning Policy Summary

The statutory Development Plan consists of Camden Local Plan (adopted 2017), the Camden Local Plan Policies Map, the Kentish Neighbourhood Plan and the London Plan (2021). The National Planning Policy Framework (NPPF) (2021) and Supplementary Planning Guidance are also material planning considerations.

### National Planning Policy Framework (NPPF) (2021)

The NPPF provides the overarching planning policy guidance for development across England. **Paragraph 38** sets out that Local Planning Authorities should seek to approve applications for sustainable development where possible. **Paragraph 47** requires that applications be determined in accordance with the development plan, unless material considerations indicate otherwise.

Chapter 16 of the NPPF provides guidance on the conservation and enhancement of the historic environment. **Paragraph 197** sets out the desirability of enhancing the significance of heritage assets and of positive contributions to local character and distinctiveness.

**Paragraph 206** relates to conservation areas and sets out that local planning authorities should look for opportunities for new development within conservation areas to enhance or better reveal their significance. It states that proposals that preserve those elements of the setting that make a positive contribution to the asset should be treated favourably.

In terms of advertisements, **Paragraph 136** sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### London Plan (2021)

**Policy D3 Optimising site capacity through the design-led approach** sets out that proposals should result in safe, secure and inclusive environments, and allow for positive relationships between what happens inside the building and the public realm. Design should be of high quality, and consideration given to safety and use of attractive, robust materials which weather and mature well.

**Policy D5 Inclusive design** and **Policy S3 Education and childcare facilities** both promote adopting an inclusive design approach.

**Policy D8** *Public realm* outlines that lighting for advertisements should minimise light pollution and intrusive lighting infrastructure. It also highlights the importance of legibility and signposting in the public realm.

**Policy HC1** *Heritage conservation and growth* sets out that development should deliver positive benefits that conserve and enhance the historic environment, as well as contributing to economic viability, accessibility and environmental quality. Proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings.

Camden Local Plan Policies (2017)

**Policy C5** *Safety and security* seeks development that includes design principles which contribute to community safety and security.

**Policy C6** *Access for all* promotes development which can be used safely, easily and with dignity by all.

**Policy A1** *Managing the impact of development* seeks to protect the quality of life of occupiers and neighbours, stating that the Council will “grant permission for development unless this causes unacceptable harm to amenity”.

**Policy D1** *Design* welcomes high quality contemporary design which responds to its context, and aims to improve the character and quality of an area and preserve what is distinctive and valued about the local area. The Council seeks development that:

*a. Preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*

*b. Comprises details and materials that are of high quality and complement the local character;*

*c. integrates well with the surrounding streets*

**Policy D2** *Heritage* outlines that development proposals within conservation areas should preserve or, where possible, enhance the character or appearance of the area. Proposals for Listed buildings should not cause harm to the special architectural and historic interest of the building or its setting.

Kentish Town Conservation Area Appraisal and Management Strategy (2011)

The site is a Grade II Listed Building (List Entry Number: 1379291) and is located within the Leighton Road Character Area of the Kentish Town Conservation Area. This document sets out that there is room for enhancement of detail and materials on Leighton Road.

Kentish Town Neighbourhood Plan (2016)

**Policy 3: Design Principles** supports proposals which are well integrated into their surroundings and reinforce and enhance local character; and are of the highest quality, using materials that complement the area.

Camden Supplementary Planning Guidance (CPG)

**CPG Advertisements (2018)** encourages good quality advertisements that take into account the character and design of the host building and the appearance of its surroundings, and respect its architectural features and external fabric.

Advertisements should not impact upon public safety, cause safety hazards to drivers, be dominant in the street scene or disturb adjoining residents at night. Free standing signs should not create or contribute to visual and physical clutter or hinder movement along the pavement or pedestrian footway.

Advertisements in conservation areas and on or near listed buildings must not harm their character and appearance and must not obscure or damage specific architectural features of buildings. The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. Externally illuminated signs should be unobtrusively sized and sited, with discreet lighting to avoid light pollution. In particular, the internal illumination of individual letters on projecting signs is preferred.

**CPG Access for All (2019)** outlines that development should be inclusively designed and useable by all.

**CPG Amenity (2021)** seeks to protect the amenity of neighbouring buildings and occupiers, including factors such as visual amenity and light pollution.

**CPG Design (2021)** promotes design excellence, and encourages development that responds positively and sensitively to the existing context, integrates well with the existing character of a place, building and its surroundings, and is safe, secure and adaptable. It further reinforces that development within conservation areas should preserve and where possible enhance the character and appearance of the area. In terms of Listed Buildings, development that may affect the significance of a listed building should be fully justified and set out why the works or changes are desirable or necessary.

## Planning and Heritage Assessment

The planning considerations arising from the proposals are the impact on the identified heritage assets, including design, and the impact on surrounding amenities. These considerations are addressed in turn below.

### Design and Heritage Considerations

Adopted national and local planning policy requires that development proposals preserve or enhance the character and those aspects that make a positive contribution to the significance of heritage assets. This is directly connected with Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990, which establishes a statutory duty for Local Planning Authorities.

The designated heritage asset relevant to this application is the Grade II Listed Building at the site and the Kentish Town Conservation Area. The neighbouring nos. 20, 22, 24, 26 and 28, and opposite 27 and 37 Leighton Road are also Grade II listed. Consideration has therefore been given to the impact on the character of the listed buildings and conservation area, residential amenity and highway safety.

No 30 Leighton Road was grade II listed in 1995 at the time of its conversion to office use (Historic England listing ref: 1379291). At the time of listing, the building was described as follows:

*“Royal Mail sorting office. Dated 1903. Red brick with stone dressings. Hipped slated roof with central tall panelled brick chimney-stack set above a segmental pediment and flanked by brick pediments with ball finials above Diocletian windows with keystones. Symmetrical design. Lower single storey facade projects forward beneath the Diocletian windows to give a segmental-arched entrance with pilasters having enriched capitals and frieze inscribed "Postmens Office", above which a pediment with carved royal coat of arms; original part-glazed double doors. Left hand bay with 2 sashes, upper halves with glazing bars; right hand bay with 3 smaller sashes, upper halves with glazing bars. Both bays with brick parapets, corresponding to doorway frieze, and having central*



*segmental headed plaques carved with royal GR monograms. Original rainwater head and pipe to left hand bay. INTERIOR: not inspected.”*

Overall, it is considered that the building’s significance stems principally from its unique external appearance and street facing façade, including the original stonework and detailing which contribute to its value. The building and wider plot has undergone extensive alteration during its lifetime and conversion from post sorting office to office premises. The most extensive changes at the site took place in 1997 and 2003 when the modern rear extensions were added. The building frontage to Leighton Road, to which this application principally relates to, remains largely unchanged, but has been subject to minor unsympathetic additions such as security bars to the windows and poorly maintained bin storage to Leighton Road. The building is currently vacant and undergoing a wider package of internal and external improvement works to upgrade its appearance, with the proposed signage completing these works.

The proposal is for the installation of one internally-illuminated projecting sign to be fixed via a metal bracket to the building’s frontage adjacent to the main entrance. This will be navy/blue in colour with white lettering. In addition, it is proposed that one externally-illuminated freestanding metal display board will be located alongside the existing metal boundary fence, comprising a navy/blue background with white lettering. These signs will mark the site’s main pedestrian entrances, to both advertise the nursery’s presence and improve wayfinding for the site’s users and passing pedestrians, in line with Camden Policies C5 and C6 and CPG ‘Advertisements’. Their discreet siting within the site’s forecourt, set back from the main pavement, will not result in any visual and physical clutter to the street. They have been sited so as not to obscure or damage specific architectural features of the building, including the boundary railings and building windows.

The signs will be discreet and provide an uncluttered appearance. They will not be overly prominent, and remain in proportion with the detailing of the building’s frontage. The fixings will be minimal, and will therefore cause no significant impact to the building fabric. The proposed materials are high quality and will not be at odds with the overall appearance of the listed building. The use of the muted navy/blue (RAL 5011) with white lettering (RAL 9003) is considered to be in keeping with the surrounds of the application site and wholly appropriate for the setting. These will not be competing, owing to the muted colours.

Both proposed signs will be subtly illuminated and static, and only be switched on during operational hours of the nursery. Therefore, the lighting would only be switched on for a small number of hours within the winter months only, and therefore there will be restricted light spill ensuring there will be no harmful impact on the surrounding listed buildings or the Conservation Area. The overall level of illumination would be very low and very limited in scale, ensuring that this would be subtle and would not be harmful.

It is therefore considered that the Council should take a positive assessment of the proposed signage. The signage will be unified through its coherent and sleek design and use of high-quality materials, which will cause minimal visual impact in terms of street clutter and would not detract from the appearance of the listed buildings or the conservation area. This scheme provides an appropriate signage solution that effectively markets the presence of the nursery, whilst preserving the building’s character. The works will not cause any material impact to the original building or obscure any original features and are entirely removable. Thus, preserving its principal significance that stems from the aesthetic quality of the building frontage to Leighton Road.

In light of the above, the proposed signs are considered to be in accordance with CPG Advertisements in that they:

- Are of the highest standard of design;
- Do not adversely affect the character and design of the host building, and respect its architectural features and external fabric; and

- Are sympathetic and unobtrusively sized and sited, with discreet lighting to avoid light pollution.

The proposals are therefore in accordance with the NPPF and Camden Policies C5, C6, D1 and D2, and Camden supplementary planning guidance. They deliver an overall enhancement of the character of both the listed building and the conservation area, and contribute to its general condition and appearance.

### Amenity and Public Safety Considerations

In terms of public safety and amenity the proposals will not result in any harm on the amenity of surrounding occupiers due to the discreet and slimline nature of the signage and subtle level of illumination, together with the restriction of illumination to the operational hours of the nursery only. The projecting sign will project over the property's forecourt in front of the building entrance, but this will not impede any pedestrian or vehicle movements on the highway. In addition, the subtle illumination of the display board sign ensures that there would be no harmful glare to road users.

The signage is considered to be compatible with the surrounding area resulting in no harm to public or private amenity, in accordance with Paragraph 136 of the NPPF and Camden Policies A1 and D1. The proposal should be considered acceptable in this regard.

### Conclusions

This application seeks advertisement consent for the installation of two signs at 30 Leighton Road. The signage is proposed by N Family Club who will operate their nursery from the premises. These proposals are related to a larger package of works that are underway. The proposed signage is consistent with paragraphs 197 and 203 of the NPPF and Camden Policies D1 and D2 as they fulfil the requirements of preserving or enhancing the character of the heritage assets.

In addition, the proposals comply with Paragraph 136 of the NPPF and Camden Policies C5, C6, A1 and D1, alongside Camden supplementary planning guidance, in that they will protect public amenity and highway safety, and incorporate high-quality design and materials within the public realm.

I therefore trust that the attached information is sufficient to facilitate the granting of permission for the proposed signage. However, should you have any further queries concerning the application please do not hesitate to contact me.

Yours sincerely,



CHRIS JONES  
Director

Enc.