

06/10/2022

Sent via planning portal only

Dear Sir/Madam

FULL PLANNING AND DISPLAY OF ADVERTISEMENTS

ALTERATIONS TO FRONT FAÇADE WITH ASSOCIATED ADVERTISEMENT AND ALTERATIONS TO COURTYARD FAÇADE, ERECTION OF PLANT AND SCREENING AT ROOF LEVEL.

UNITS 5-6, SPECTRUM HOUSE, 32-34 GORDON HOUSE ROAD, NW5 1LP

Please accept this covering letter as an accompaniment to this full planning application for proposed works at Unit 5 and 6, Spectrum House, 32-34 Gordon House Road, NW5 1LP ('the site'). The planning application and advertisement consent is accompanied by a site location plan, existing and proposed plans, a Noise Impact Assessment and a Design and Access Statement.

The Site

The application site currently comprises a three-storey building that is made up of multiple office spaces (use class E). The site is located on the northwest side of Gordon House Road and currently consists of a vacant space which is last known to be used as office space in September 2020 (use class E). This application relates to all of unit 6 and partially to unit 5, Spectrum House.

The property is not listed however does fall within the Dartmouth Park Conservation Area. The surrounding area is characterised by a mix of residential dwellings and commercial uses.

Planning History

On 9 August 2022 planning permission was granted (ref: 2021/2861/P) for the installation of new plant units; relocation and retention of existing plant units; erection of plant screen. It is worth noting that this permission is yet to be implemented therefore will be included as part of this submission, in addition to other works.

The Proposal

This proposal seeks planning permission for alterations to the front façade, courtyard façade as well as associated plant and screening at roof level. This application also seeks advertisement consent for the proposed signage associated with the front façade.

Planning Policy

National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development which incorporates three specific strands – economic, environmental and social. The following sections are relevant to the consideration of this application; Section 12 (achieving well designed places) and Section 16 (conserving and enhancing the historic environment).

Local Planning Policy

For the purposes of this application, the adopted development plan for the London Borough of Camden comprises the London Plan (2021), the Camden Local Plan (2017) and Camden Planning Guidance Documents (CPG) Amenity (2021), Design (2021), and Advertisements (2018).

Planning Assessment

Visual and Heritage Impact

Camden Local Plan (CLP) Policy D1 requires development to be of the highest architectural and urban design quality and have particular regard to design and visual impact and to the context within which it is placed, and the contribution it makes to the landscape qualities of the area. The aim of this policy is reflected in London Plan Policy D4 (Good Design).

CLP Policy D2 reflects the statutory duty insofar as it sets out that the Council will seek to preserve and where appropriate enhance Camden's rich and diverse heritage assets and their settings. The policy continues to set out that the Council will not permit harm to heritage assets unless the public benefits of the proposal convincingly outweigh the harm.

The proposal looks to alter the front elevation, by creating a new access door for the proposed use. The proposed door will comprise full height glazed sliding doors. This will have a minimal impact on the host property and wider conservation area and would be reflective of existing glazing elsewhere on the existing site and surrounding area. Windows either side of the proposed door will be retained to conserve the visual character and heritage of the site.

The proposed plant at roof level will not be visible from the public realm given its placement behind the existing dormer and therefore would be adequately screened from views along Gordon House Road. Screening is also proposed surrounding the new plant at roof level. This is to connect with the

approved screening as per application 2021/2861/P. The plant is located within a commercial setting and will sit next to recently approved plant, screened from Gordon House Road due to its isolated location.

For these reasons, it is therefore considered that the proposed works would not have an adverse impact on the character and appearance of the host building and that the proposed works will conserve the surrounding conservation area which complies with CLP Policy D1 and D2.

Impact on Amenity (proposed plant)

CLP Policy A1 seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered. It seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission for development that would not harm the amenity of neighbouring residents. CLP Policy A4 states that the Council will not grant planning permission for development that is likely to generate unacceptable noise and vibration impacts.

As set out above, the location of the equipment is located in a commercial setting, positioned to the service areas for existing commercial units fronting Gordon House Road. The proposed location of the equipment is therefore best placed in terms of maintenance purposes as well as being sited away from residential properties.

In support of the application, a Noise Impact Assessment has been submitted which highlights compliance with the acoustic criteria recommended by Camden's policies in relation to noise and disturbance. The assessment concludes that no further mitigation measures are required.

Impact on Amenity (advertisement)

Policy D4 of the Camden Local Plan states that 'The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building. The Council will support advertisements that preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas.'

The Design CPG provides further guidance on advertisements requiring signs to be sympathetically designed and relate well to their host building. It states that projecting signs should be level with the fascia.

The proposed development is located on a street which has neighbouring shop fronts and advertisement as well as existing signage on the host building (Appendix 1). The proposed signage and advertisements are therefore acceptable within the context of the surrounding area and are deemed appropriate within their setting. The proposed signage and advertisement relates proportionately to the scale of shopfront with individual lettering that respects the character and appearance of the surrounding area.

For the reasons outlined above the proposed works will have an acceptable impact on amenity of the area and neighbours and complies with Policy D4 of the Camden Local Plan.

Public Safety

Policy D4 of the Camden Local Plan states that the Council will resist advertisements that impact upon public safety.

As set out above, the proposed signage is considered to be sensitively designed and appropriate in relation to the character and appearance of the building and the existing advertisements that exist within the surrounding area. The proposed advertisements are not considered to pose any public safety issue and do not present a distraction to highway users that endangers safety.

No grounds exist that would warrant a refusal of the application on public safety matters.

Summary

As set out in this letter, the proposed plant is discreetly located and screened to ensure no harm to the character and appearance of the surrounding character and does not raise any adverse noise impact on neighbouring properties. The shop front will be suitable within its context given its minor alteration and existing glazing at the site. The advertisements and signage are well designed and in keeping with the character and appearance of the building and surrounding area, such that they do not harm amenity or public safety. There is no conflict with the adopted development plan policies most relevant to the determination of the application. It is therefore respectfully requested that planning permission and advertisement consent are granted.

I trust the commentary above is clear but if you require any points of clarification or have any questions, please do not hesitate to contact me.

Yours faithfully

Louis Brewer
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