

Application ref: 2023/3334/A  
Contact: Edward Hodgson  
Tel: 020 7974 8186  
Email: [Edward.Hodgson@camden.gov.uk](mailto:Edward.Hodgson@camden.gov.uk)  
Date: 24 October 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Whittam Cox Architects  
Carrwood Court  
Carrwood Road  
Sheepbridge  
Chesterfield  
S41 9QB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Unit 2**

**3 Pancras Square**

**London**

**N1C 4AG**

Proposal:

Display of 2no. internally illuminated signs behind glazing and 1no. internally illuminated projecting sign

Drawing Nos: Site Location Plan, A08.01, 1037.004.020 A, Signage Details,

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or

aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The intensity of the illumination of the signs shall not exceed 600 candelas per square metre in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent:

Advertisement consent is sought for the display of two internally illuminated signs located behind the shopfront glazing and one internally illuminated projecting sign. The application site is a ground floor retail unit located on the corner between Pancras Square and King's Boulevard. The signage would utilise existing signage zones. The signage would replace the previously approved signs under ref. 2017/2685/A following a change of retailer.

The signs are considered to be acceptable with regards to size, location, materials and method of illumination. Two of the signs would be suspended internally behind the shopfront glazing and as such would not detract from the overall appearance of

the building. The projecting sign would utilise the existing projecting fixture and would not detract from nor dominate the elevation of the building. The signs would be sympathetic to the host building and to the wider streetscene and would be keeping with the approved signage strategy in this location.

The method and level of illumination is considered to be acceptable subject to a condition to control the luminance levels. The position of the signs would be an appropriate distance from the nearest neighbouring occupiers at an appropriate level of illumination. In terms of size, siting and method of illumination the proposal is not considered detrimental to highway safety.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer