

Application ref: 2024/5496/A
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Pegasus Group
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 Pancras Square
London
N1C 4AG

Proposal:

Display of 1no. internally illuminated hanging fascia sign, 9no. vinyls, 2no. menu boards and 24no. vinyls on planters

Drawing Nos: Site Location Plan 8012 / LBP, 8012 / 104, 8012 / 131, 8012 / 132, 7970 / 937 / C, 8012 / 942 / B, 8012 / 945 / E, 8012 / 952 / C, 7970 / 957 / B, 7970 / 958 / B, 8012 / 959 / C, 8012 / 207 / E, 8012 / 235 / G, 8012 / 236 / G, 8012 / 237 / I

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.

Informative(s):

- 1 Reasons for granting consent:

The proposal involves the display of adverts relating to the new occupiers of the ground floor retail unit on the southern end of 1 Pancras Square.

Principally, this involves the display of a hanging illuminated sign at fascia level on the southern elevation. Various other vinyl adverts and menu boards are proposed, however it is noted that these do not require express consent.

The fascia sign would replace an existing sign in this location, above the entrance doors on the southern façade. Given the contemporary character of the building, an internally illuminated sign is accepted. The sign would be subordinate and would not dominate the building's façade nor detract from its overall appearance.

The other signs would involve branding across the planters, the display of menu boards and various vinyls applied internally along the ground floor of the side elevations. The window vinyls would not be applied to all the windows within the unit, allowing an active frontage to remain.

Given the nature, scale and siting, the adverts would not impact upon the safety of highway users, and would not impact on the amenity of neighbouring occupiers.

The proposal is considered to preserve the character and appearance of the conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

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 policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope
Chief Planning Officer