

Application ref: 2025/1321/A  
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**Development Management**  
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DP9  
100 Pall Mall  
London  
SW1Y5NQ  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**2 St Pancras Way**  
**London**  
**NW1 0QG**

Proposal: Display of 2 x internally illuminated fascia signs and 2 x internally illuminated projecting signs

Drawing Nos: Planning document Rev. B.

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 two fascia level building name signs, and two projecting wayfinding signs, attached to the building's west and south elevations at ground floor level. All proposed signs would be internally illuminated.

The signs would be proportionate to the scale and form of the ground floor elevation. The signage would be discreet and unobtrusive, and would not compromise the architectural features of this part of the building.

In terms of lighting, the signs would be modestly sized and with only the letters illuminated, with the backgrounds otherwise remaining non-illuminated. Lighting levels are at 300 c/dm<sup>2</sup>, which is suitably low luminance and considered acceptable.

Overall, the signage is considered acceptable in terms of its location, size, design, and would not harm the character and appearance of the Regents Canal Conservation Area. Furthermore, the signage would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

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

As such, the proposed development is in general accordance with policies D1, D2, D3, D4 and A1 of the Camden Local Plan 2017. The development also accords with the London Plan 2021 and the National Planning Policy Framework 2025.

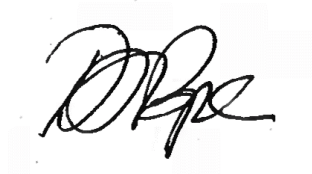
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the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

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title of the signatory.

Daniel Pope  
Chief Planning Officer