



GSK Retail Unit 5
Planning Design Statement
D6726OT0500I1
ISSUE PURPOSE – INFORMATION
25/04/2025

Design Statement for Advertisement Planning Consent

Site Address:

6 Bucknall Street WC2H 8LA

Applicant Name:

GlaxoSmithKline Services Unlimited

Proposal:

This application seeks advertisement planning consent for the following proposed works at 6 Bucknall Street WC2H 8LA

1. External Signage:

The installation of illuminated signage on four existing totems located throughout the site. The totems will feature externally facing logos and branding.

2. South Elevation (Bucknall Street):

The south elevation facing Bucknall Street will feature manifestation applied to the existing entrance glass panels to frost the glass and provide visual screening. This will serve both a functional and aesthetic purpose, for the back of house storeroom. Directional signage will be installed to the existing door, guiding visitors to the main shop entrance. This signage will be discreet yet clear, ensuring ease of access.

3. Arcade Totems:

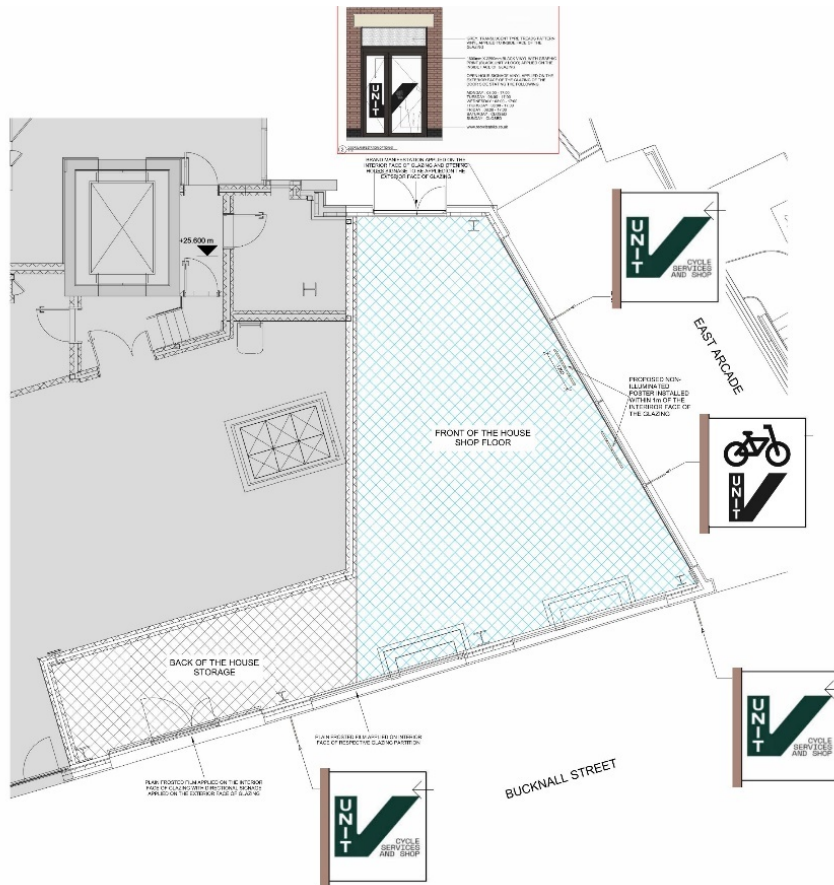
Two existing totems located within the arcade will be upgraded to display external logos, enhancing brand visibility and guiding customers toward the entrance. The logos will be illuminated in keeping with the overall design scheme.

4. Internal Artwork Displays:

The proposal includes two internal artwork displays to be positioned along the curtain walling inside the building. These will provide a visually engaging experience for visitors while ensuring that the artwork is appropriately lit and positioned to respect the building's architectural integrity.

5. Main Front Entrance:

The main front entrance door will feature internal logo manifestation on the glazing, along with the opening hours and high-level graphics applied to the top window panel. These elements will contribute to the brand experience while not overpowering the architectural design.



Design Intention Diagram (Refer to planning drawings for further information)

Lux Level Requirements:

This building has existing BREEAM accreditation which we will follow its requirement regarding illuminated advertisement to reduce night-time pollution.

BREEAM POL04 Night-time pollution credit. Ensure the external lighting strategy shall be installed in compliance with Table 2 (and its accompanying notes) of the ILP Guidance notes for the reduction of obtrusive light, 2011. All external lighting (except for safety and security lighting) shall be automatically switched off between 23:00 and 07:00.

If safety or security lighting is provided and will be used between 23:00 and 07:00, this part of the lighting system complies with the lower levels of lighting recommended during these hours in Table 2 of the ILP's Guidance notes.

Illuminated advertisements, where specified, shall be designed and installed in compliance with ILE Technical Report 5 – The Brightness of Illuminated Advertisements.

Illumination shall follow requirements for low luminance levels (0.01 cd/m²) in a commercial area.

The illumination of the illuminated signs shall not exceed 50 candelas per square metres 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' 2015.

To ensure that the advertisement does not harm the character and appearance of the street scene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

This is in accordance with the requirements of policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

Conclusion:

The proposal for illuminated totem signage, glass manifestation, internal artwork displays, and the proposed signage at the front entrance is in accordance with Camden Council's policies and national planning guidelines. The proposal will enhance the site's visibility and the customer experience while respecting the visual amenity of the area and maintaining high standards of safety and design quality.

Architectural Team :

Liam Bailey / Keith Chan

25.04.2025

Rev	Date	By	Note	Checked
I1	25.04.2025	LB	First Issue	KC