

Delegated Report

Expiry Date:

17/01/2014

Officer

Carlos Martin

Application Number(s)

2013/6994/A

Application Address

Verizon
2-6 St. Pancras Way
London
NW1 0QG

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of an internally illuminated fascia sign.

Consultations

Summary of consultation responses:

n/a

Site Description

The application site relates to a four-storey modern building situated between St Pancras Way and the Grand Union Canal, in an area of mixed commercial and residential use. Ancillary facilities of St Pancras Hospital are located to the south of the site, opposite Granary Street. The site is not listed but lies within the boundaries of the Regents Canal Conservation Area. The building is in use as offices (Class B1a).

Relevant History

None

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to a fascia sign with internally illuminated letters and logo fronting St Pancras Way. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Although internally illuminated adverts is not generally permitted in CAs, in this case only the lettering and logo would be illuminated and the sign would be located at the back of the canal, away from the core of the conservation area and in an industrial street and therefore it is considered acceptable.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.