

SR.JP.BRS.3378

10th November 2011

Planning Services
Camden Council
Camden Town Hall
Argyle Street
London
WC1H 8EQ

Dear Sir/Madam

**Application for Approval of Details Reserved by Condition
Town and Country Planning Act 1990
24 Cambridge Circus, London, WC2H 8AA**

Pegasus Planning Group recently secured planning permission (Ref: 2011/4177/P) and advertisement consent (Ref: 2011/4290/A) for illuminated new signage and awnings at the above site to facilitate the occupation by a new restaurant operator – *Leon de Bruxelles*.

Condition 6 of the advertisement consent requires:

"A detailed section of the lettering including details of the level of illumination should be submitted prior to occupation of the new restaurant."

Reason: in order to safeguard special architectural and historic interest of the building in accordance of the requirements Policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and Policy DP25 of London Borough of Camden Local Development Framework Policies."

In support of the application to discharge this condition (submitted on line via the Planning Portal under Ref: PP-01702631) I enclose an electronic copy of the following;

- Proposed Charing Cross Elevation (Drg. No. E100-140 Rev 3). This drawing shows the detailed section of the neon signage at a scale of 1:10 as required by this condition.
- Details of the level of illumination and supporting statement for the neon signs are set out below and in the attached Lighting Guidance Notes.
- Photo image of the proposed illuminated signage on the Cambridge Circus elevation.
- Site Location Plan (Drg. No. BRS.3378_02-1)

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Pegasus Planning Group is the trading name of Pegasus Planning Group Limited, registered in England and Wales under number 07277000

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I also enclose a cheque for £85 in respect of discharging condition 6.

Supporting Statement

The section drawing (Ref: E100-140 Rev 3) confirms that the proposed lettering on the three elevations (Charing Cross Road, Cambridge Circus and Shaftsbury Avenue) will be attached to a 20mm thick back board and the neon lighting tubes will be 10mm thick.

The section confirms that the signage will not protrude further forward than the top of the pillaster, and in this respect, will maintain the special architectural and historic interest of the building in accordance with Policy CS14 of the Core Strategy and Policy DP25 of the LDF Development Policies Document.

Condition 6 requires details of the level of illumination to be submitted. In this respect, the intensity of the lighting is 30 lumens per square metre (psm) which is no brighter than the other signage in the area.

The attached guidance from the Institute of Lighting Engineers "*Guidance Notes for the Reduction of Light Pollution*" confirms, at Table 1, the suggested lighting levels for new illuminations and that in less environmentally sensitive areas luminance level of 30 lumens psm are acceptable.

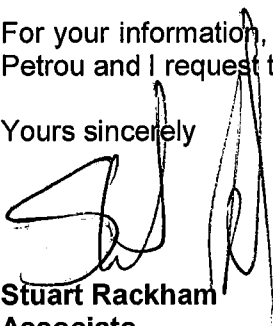
In this respect the proposed lumens level of the neon sign are within these indicative levels and are therefore considered to be entirely acceptable and will not have any adverse effect on amenity or the character of the area.

It is for these reasons that the proposed neon signs are considered entirely acceptable and that this condition can be discharged.

I look forward to receiving confirmation that the application has been validated and its due determination date.

For your information, previous applications have been considered by Ms Connie Petrou and I request that she is allocated as the Case Officer for this application.

Yours sincerely



Stuart Rackham
Associate

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Enc

Cc Property Dimensions, London