

TL/P5939
28 May 2015

Planning Services
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sirs

Unit 2, 6 Pancras Square, London, N1C 4AG
Application for Advertisement Consent

On behalf of our client, Wasabi Limited, we write in support of an application for the consent to display 4 new advertisements at unit 2, 6 Pancras Square. The requisite application fee cheque of £110.00 has been submitted to the Council by post. The following information has been submitted via the planning portal.

- Site Location Plan (Prepared by Haskoll Limited)
- Existing and Proposed Drawings (Prepared by Haskoll Limited)
- Design and Access Statement (Prepared by Haskoll Limited)
- Sketch Site Views (Prepared by Haskoll Limited)

Site Location and Description

6 Pancras Square forms part of the larger Pancras Square Site, a recently constructed development at the heart of St Pancras. Unit 2 is located on the eastern edge of number 6 and fronts onto a pedestrian square in the centre of the development. The property is not listed, nor is it in a conservation area. The site is located within the Central Activities Zone (CAZ) and the Kings Cross Growth Area and benefits from excellent public footfall within the locality.

Pancras square contains a large quantum of office and retail space and is located a short walk from Kings Cross Station. It is proposed that over the coming months the area will be characterised by a diverse range of shopfronts complementing the building designs and helping achieve the atmosphere of a continental town square within the centre of London.

Planning History

There is no relevant planning history available online associated with Unit 2. The existing shopfront design was consented as part of the original application for 6 Pancras Square.

Proposal

Our client seeks to install 4 new advertisements which are representative of the Wasabi brand within London. The four advertisements proposed complement the modern style of the shopfront without detracting from the surrounding building design or the atmosphere of the surrounding square.

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The proposed signs are specified as follows:

- 2No. x internally illuminated, proportionally sized, individual green rings with individual logo and text bonded externally and internally to glazing.
- 1No. x internally illuminated, individual letters bonded internally and externally to glazing
- 1No. x internally illuminated projecting sign fixed to Landlord's aluminium fin, which has a datum height of 2500mm as stipulated by the Landlord

The designs have been conceived using the Wasabi template for advertisements and shopfronts and are typical of modern building designs.

Policy

The proposed designs of the advertisements are considered to fully meet the requirements of Policy DM30 of the Camden Development Policies Document (2010). The advertisements are designed to complement the modern façade at ground level, while respecting the design of the overall building using colours which integrate into the surrounding landscape features.

In addition the proposed advertisements have also considered the advice contained within section 8 of the Camden Planning Guidance 1 (Design). The design ensures that the advertisements will remain subservient to the proposed shopfront and surrounding buildings. The signs are understated in design to strike a balance between protecting and enhancing the dignified character of the square and conveying the brand message of Wasabi.

The illumination levels have been carefully considered to not adversely impact on the surrounding residential units and have been specified in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition).

Summary

The proposed new advertisements have been designed in accordance with the Policy DM30 of the Camden Development Policies Document and CPG 1. The Wasabi brand promotes continuity with signage and the design is of exceptional quality maintaining a contemporary relationship with any existing building. The proposed materials are sympathetic to the local area and are supported by the freehold operator and custodian of Building 6 at Pancras Square.

We trust that the enclosed information is sufficient for you to validate our client's planning application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours sincerely



Tom Lawson
Rolfe Judd Planning Limited