

Mr Joe Haines
Savills
33 Margaret Street
London
W1G 0JD

Application Ref: **2016/0870/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

3 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
3 Granary Square
London
N1C 4AQ

Proposal:

Display of 2 halo illuminated fascia signs (lettering only) on south-east side of building facing towards the Regents Canal and north-west side facing Granary Square.

Drawing Nos: Site location plan (KX-C-PRDE-SITE-07-A-P01); EL01 rev A, EL02 rev A;
Illumination details document dated 11/12/2015.

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 advertisement consent:

The proposals involve the display of two internally illuminated fascia signs (one sign on the south-east side of the building facing towards the Regents Canal and the other one on the north-west side facing Granary Square). The signs would measure 6174mm wide x 597mm high x 35mm deep and be screwed to the brickwork with aluminium spacers, such that the signs project outwards no further than 65mm. The lettering would consist of 376mm high black painted metal letters, halo-illuminated with a back-wash so that lighting levels would be soft.

While both signs would be fixed at a position significantly higher than Camden Planning Guidance would normally advise as being acceptable (namely 8397mm and 5086mm from ground level to the base of the signs on the canal and Granary Square sides respectively), there is no obvious, identifiable fascia level on this building or surrounding buildings with which the signs should necessarily need to correspond with or relate to as the building stands alone as a single, separate entity. Therefore, given the relatively modest size of the lettering in relation to the magnitude and characteristics of the host building and the discrete nature of the

method of illumination proposed, the position of both signs would be appropriate in this particular instance.

The proposed signs are therefore considered to be acceptable in terms of their size, position, height, design, materials, colour and method of illumination, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

The site's planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

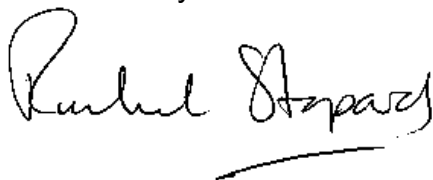
As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan March 2015 (consolidated with alterations since 2011) and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment