

Ms Rebecca Hurst  
Pegasus Planning Group Ltd  
First Floor South Wing  
Equinox North Great Park Road  
Almondsbury  
Bristol  
BS32 4QL

Application Ref: **2015/6608/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

23 March 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Unit 1**

**The Lighthouse Building**

**283-297 Pentonville Road and 368/370 Gray's Inn Road London**

**N1 9NP**

Proposal:

Display of 3 x externally illuminated lettering signs at fascia level to corner elevation and Pentonville Road and Gray's Inn Road elevations.

Drawing Nos: Cover Letter (RevA - dated 15/03/2016); Design and Access/Heritage Statement (Rev A - dated 15/03/2016); LON.0569\_02 - Site Location Plan; [FIV091] A410 RevH; 412 RevB; [MM-1115] 62 RevD; 63 RevF; 64; 65.

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 Reason for granting advert consent:

The proposed externally illuminated fascia signs are considered to be acceptable in terms of its location, size, materials, design and method of illumination.

However, the red background which was originally applied for, along with the internal method of illumination, were deemed to be harmful to the setting of the host and adjacent listed buildings. As a result, an amendment to the proposal was sought to have the red background of the fascia changed to grey, and have the letters to be internally illuminated.

The proposal would not harm the setting of the host and adjacent listed buildings or the appearance and character of the streetscape and the conservation area. A separate listed building consent has been submitted under 2015/6743/L.

The proposal would not significantly impact on the neighbouring residential amenity nor would it be harmful to either pedestrian or vehicular safety due to the level of illumination proposed which is acceptable in this location.

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 and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

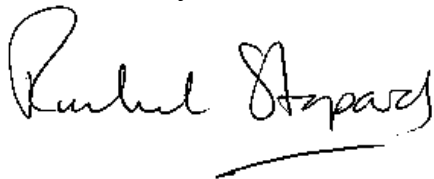
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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