

Gentet, Matthias

From: David Karran <david.karran@yahoo.co.uk>
Sent: 13 September 2016 23:23
To: Gentet, Matthias
Cc: Alan White | Ascot; Terry White | Ascot
Subject: Re: Your application reference: 2016/4602/A - 1 King's Cross Road
Attachments: 2016_4602_A 1 Kings Cross Road - Application Form Amended.pdf; Crowne Plaza Kings Cross - External Signage - 08.09.16 Rev 6.pdf; Crowne Plaza Kings Cross - External Signage - Site Location map - External signage locations.pdf

Matthias,

Apologies, please ignore the previous email.

Please see attached revised Application form and revised supporting documents for the above application. Following your comments a revised signage scheme was agreed with the client.

Please note the following changes:

- 1) The Parapet Signage proposal has been removed and replaced with 2no. vertical Wall mounted Branding and logo (Reference Sign 3)
- 2) The Lighting levels previously quoted have been revised to suitable levels. None of the proposed Signage will have a CD/m² greater than the previously approved Application in 2010

The signage now applied for in the current revised documents are as follows:

Signs 1 & 2 - Replacement Corporate Monogram and logo lettering to wall elevations

Sign 3 - 2no. new Wall mounted Vertical corporate logo and branding to corner elevations (refer to photomontages)

Sign 4 - Replacement Carrier rail signage to front of car-park

Sign 8 - 2no. wall mounted Projecting signs

With regards to accurate Elevations - We have had severe difficulties in locating copies both digital or hardcopy of the Building elevations. We would ask that the proposal be assessed on stated sizes and imagery as detailed in the supporting documents attached. For the record, site dimensions were taken during initial site visit. We would note that the previous application in 2010 was approved without fully scaled elevation drawings. Considering the unavailability, we would ask the Planning authority assess this current application on the basis of the documents now submitted.

We trust the attached will now address the concerns that were raised by the previous submission, and can allow the application to proceed forward for approval.

Kind regards,

David Karran

On Tuesday, 30 August 2016, 13:26, "Gentet, Matthias" <Matthias.Gentet@camden.gov.uk> wrote:

Dear David Karran

Thank you for your advert consent application reference as above.

I am the officer dealing with your application which is now registered.

There are a few issues that need addressing to enable a satisfactory outcome, including clarification of some of the items added onto the application form that may not require advert consent. I will start with the assessment of the main illuminated items:

Internally Illuminated Letters and Logo Signs on Calthorpe Street and Cubitt Street:

The proposed internally illuminated letters and logo signs on Calthorpe Street and Cubitt Street elevations are to replace existing similar signage that was granted advert consent in 2010. Camden Planning Guidance CPG1 (Design) does state that ' *large advertisement signage will not usually be acceptable in predominantly residential areas and will be carefully controlled in conservation areas and on or near listed buildings to ensure that they do not detract from the area's and building's character and appearance. However, if an area has a mix of uses or is predominantly in commercial use some large advertising signage may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building.*

The proposed internally illuminated letters and logo signs, despite their large size and being in a location that would not otherwise be viewed as unacceptable – being above what would be classified as fascia level – are considered acceptable in terms of their size, scale, design and location. Nevertheless, no full

elevation drawings have been provided to accurately ascertain the impact of the proposal as a whole, as well as their exact location and size in context with the building in itself.

The level of illumination is highly excessive and is a cause for concerns. The guidance provided by the Institution of Lighting Professionals recommend a maximum of between 300cdm² – for signs of an area of up to 10sqm, and 600cdm² – for signs of an area over 10sqm - in urban areas. The guidance also recommend that for illuminated advertisement mounted well above the building frontage height, for an area greater than 10sqm, a maximum luminance of 1000cdm² would be reasonable.

Both signs exceed 10sqm and to be installed at high level, and the level of illuminance should therefore be reduced from 10,000cdm² and 12,000cdm² to 1000cdm².

Such a high level of illumination may result in the above signs being unlikely to be granted advert consent.

Internally Illuminated Letters and Logo Parapet Mounted:

The proposed internally illuminated letters and logo sign mounted on the parapet (roof level) on Calthorpe Street elevation is unacceptable in terms of its size, design, location and intensity of illumination. The signage would be detrimental to the appearance and character of the host building and the streetscene and contrary to Camden Planning Guidance CPG1 (Design) as stated above. The other high level mounted signage are to be affixed to the elevation of the host building. The mounted parapet advertisement would tower over from the building and would be an incongruous addition that the Council would never consider approving.

The proposed internally illuminated letters and logo sign, by virtue of its size, location and method of illumination is to be recommended for refusal. You are advised to remove the proposed internally illuminated letters and logo sign to be set at roof level from the application.

Please ensure to add a revision reference to any of the drawing affected by the various amendments.

Projecting and Fascia Signs:

The following signs have been added to the list of advertisement on the application, but no details have been provided on the drawings in terms of their location, design etc...

- o Fabricated stainless steel tray entrance panel sign;
- o Fabricated stainless steel tray Exit panel sign;
- o Fabricated stainless steel tray Building Identification panel sign;

These are to be non-illuminated. Judging by the measurements provided, they would appear to be too small to required advert consent, and could potentially fall under Class 5 of The Control of Advertisement Regulation 2007. However, I am unable to confirm this until I have supporting details as part of drawings.

- Built -up Aluminium channel letters with acrylic faces and face illumination mounted to carrier rails; [internally illuminated with 8000cdm² illuminance levels]
 - o This might be the signage affixed to the railing by the In and Out drive.
 - Please confirm and provide the relevant drawings.
 - Please note that there too, the level of illuminance is too excessive and must be reduce to no more than 300cdm².
- Fabricated aluminium projecting sign with acrylic routed text and logo detail; [internally illuminated with 8000cdm² illuminance levels]
 - o There is no details provided as to its location and design.
- Fabricated aluminium projecting sign with acrylic routed text and logo detail; [internally illuminated with 8000cdm² illuminance levels]
 - o There is no details provided as to its location and design.

I hope the above will be of assistance to understand how the development has been assessed. Please note that all the relevant documents that need to be amended will required either an revision date or reference. This also include section 7 and 11 of the application form.

Many thanks

Matthias Gentet
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