

Jigsaw
159 Mortlake Road
Kew
Surrey
TW9 4AW

Application Ref: **2017/2685/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

25 July 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit 2
3 Pancras Square
London
N1C 4AG

Proposal:

Display of 2x internally illuminated signs behind glazing and 1x internally illuminated projecting sign.

Drawing Nos: Site location plan, A01.01, A03.01, A06.01 revB, A08.01 revC, A08.02.revC, F01.01, KXC-B6-001-221092001-Y-71-500-01 revC, KXC-B6-001-221092002-Y-71-500-01 revC

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.

- 6 The intensity of the illumination of the signs shall not exceed 600 candelas per square metre in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1, D1, D4 and T1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission:

The proposed signs are considered acceptable in terms of size, location, materials and method of illumination, subject to condition. The proposed signs behind the

glazing are within the signage zones specified by the planning permission for the building and the projecting sign is to be inserted within the existing projecting sign of the Kings Boulevard elevation. The lettering signs are internally suspended behind the glazing and therefore respect the host building with minimal impact on the architectural features. They are sited one per elevation on the corner unit and the double height shop front windows allow for the size of signs.

In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality and they would not be considered unduly dominant in the street scene. Whilst the method of illumination would cause limited light spill, the position of the signs would be an appropriate distance from the nearest neighbouring occupiers at an appropriate level of illumination.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highway safety. The signs are in a typical location and at a low level of illumination, which can be viewed at an appropriate distance from the road. The advertisements are not considered hazardous to road users raise no public safety concerns.

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

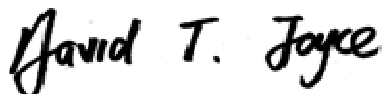
As such, the proposed development is in general accordance with policies A1, D4 and T1 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning