

Ms Ana Popovic  
133 Creek Road  
Greenwich  
SE8 3BU

Application Ref: **2017/5447/A**  
Please ask for: **Robert Lester**  
Telephone: 020 7974 **2188**

17 November 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**283 Pentonville Road**  
**London**  
**N1 9NP**

Proposal: Display of externally illuminated fascia sign and internally illuminated projecting sign.

Drawing Nos: Existing\_Ground\_Floor\_Plan\_N19NP, Existing\_Front\_Elevation\_N19NP, Existing\_Store\_Image\_N19NP, Proposed\_Ground\_Floor\_Plan\_N19NP, Proposed\_Section\_AA\_N19NP, Proposed\_Section\_BB\_N19NP, Proposed\_Front\_Elevation\_N19NP, Proposed\_Projecting\_Sign\_N19NP, Signage\_Details\_01\_N19NP, Signage\_Details\_02\_N19NP, Signage\_Details\_03\_N19NP, Proposed\_3d\_Visual\_02\_N19NP (All Revised Received 14th November 2017), Location Plan #1136355.

The Council has considered your application and decided to grant consent subject to the following conditions:

#### 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 permission

The site is the existing retail unit at 283 Pentonville Road. The site is a part of the Grade II Listed Lighthouse Building and is located in the Kings Cross St Pancras Conservation Area. The existing retail unit on the site is boarded up/not in use.

The proposal is for the display of externally illuminated fascia sign and internally illuminated projecting sign.

The advertisements propose individual metal lettering on the existing fascia with external down lighting and a projecting sign all of which would have a suitable traditional design and proportions. Overall, the proposed advertisements would

have a suitable traditional design which would be in keeping with the character and appearance of the building and conservation area. The adverts would also preserve the special architectural or historic interest of the listed building.

The proposed advertisements would not impact on highway safety or amenity.

Special attention has been paid to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses, and preserving or enhancing the character or appearance of the conservation area, under sections 66 and 72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The planning history of the site was taken into account when coming to this decision. No consultation responses were received on this application.

As such, the proposed advertisements are in general accordance with policies A1, A4, D1, D2 and D3 of the London Borough of Camden Local Plan 2017 and Camden Planning Guidance 1. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

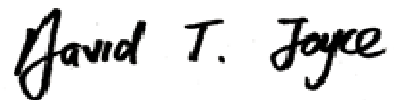
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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