

London Borough of Islington
FAO. Jessica Robinson
Development Control Service
PO Box 3333
222 Upper Street
LONDON
N1 1YA

Our Ref: **2018/3820/P**
Your Ref:
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

22 August 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Request for Observations to Adjoining Borough - No objection

Address:
Mount Pleasant Mail Centre
Farringdon Road
Islington
London
EC1A 1BB

Proposal:

Request for observations from the adjoining borough of Islington for the erection of two x hoardings (31.5m x 2.8m and 39.1m x 2.8m) with advertisements (one x internally illuminated, one x non illuminated) at the corners of Calthorpe Street/Phoenix Place and Calthorpe Street/Farringdon road for a temporary period of five years (Full planning application Ref: P2018/2380/FUL also submitted).

Drawing Nos: Farringdon Road Street Sign Repositioning; Hoarding Height - Calthorpe Street Corners; Site Location Plan; Existing Elevations; Proposed Advertisement Location Plan; Proposed Elevations 2-6; Proposed Section.

The Council, as a neighbouring planning authority, has considered your request for observations on the application referred to above and hereby raises no objection.



Informative(s):

- 1 The Council, as a neighbouring planning authority, has considered your request for observations on the application in relation to the branding advertisement - on the hoarding boards - located on the corner of Phoenix Place with Calthorpe Street (non-illuminated signage) and on the corner of Calthorpe Street with Farringdon Road (internally illuminated signage).

The proposed branding lettering signs are identical to the branding proposed for the Mount Pleasant site in Camden and bordered by Phoenix Place demarking the boundaries shared with the London Borough of Islington. In terms of size and design, the scheme is considered acceptable and the Camden Council would not raise any objection.

There is however, the matter of the illuminance proposed to one of the branding advertisement on the hoarding to be located on the corner of Calthorpe Street with Farringdon Road - at ground level. This section of the development would mostly effect the Crown Plaza hotel opposite - on the corner of Calthorpe Street with King's Cross Road. The building is of modern architectural design and not what would be considered of merit. It is a rather imposing structure of 9-storey with various internally illuminated signs on both street elevations at ground floor level mainly but also at upper level. This section of the Camden side of Calthorpe Street is not in a Conservation Area and is more of a commercial nature.

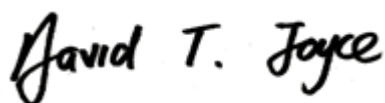
The other branding letter sign is to be located on the corner of Calthorpe Street with Phoenix Place and is to be non-illuminated.

In terms of location and method of illumination, the internally illuminated branding letter sign would not have a detrimental impact on the commercial and Camden' section of Calthorpe Street. The non-illuminated branding letter sign would also preserve the character and appearance of the adjacent Bloomsbury Conservartion Area and would not harm the setting of surrounding listed buildings.

Should the Council be minded to approve the proposal, any approval should include the standard conditions for advertisements.

On the basis of the submitted information, the development is considered in accordance with policy A4 of the Camden Local Plan 2017 and is therefore not considered objectionable.

Yours faithfully



David Joyce
Director of Regeneration and Planning