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31 March 2021

Our ref:

Your ref:

Dear Sir or Madam

**Town and Country Planning (Control of Advertising) Regulations 2007
10 Brock Street, NW1 3FG**

On behalf of our client, 10 Brock Street Limited ('the Applicant'), we write to submit an application for advertising consent, in relation to Schedule 3 of the Town and Country Planning (Control of Advertising) Regulations 2007 ('the regulations'). This application is submitted in relation to the display of building number signage on the fascia of 10 Brock Street.

Site Background

10 Brock Street comprises a 16-storey building, fronting onto Euston Road. It forms the centrepiece of British Land's Regents Place Campus, providing a range of cultural and commercial uses. The site has recently undergone light-touch internal renovations arising from the need to provide separate entrances for the various tenants. These works are now complete. For the avoidance of doubt the works relate to the construction of a demising wall and a new reception desk within the building, and therefore do not require planning permission.

Proposal

This proposal relates to the display of wayfinding signage above the entrance to 10 Brock Street depicting the number '10'.

The sign will be a dark grey powder-coated aluminium unit with an opaque perspex panel. LED lights will be installed within the text units with a controller that can vary the RGB to any colour. The maximum illumination of the lights will be 600si.

There will be no visible fixings for the sign. A silicone stencil with fixing brackets will be bonded to the glazing system and the metal units will then be hung to the brackets.

Assessment

Regulation 3 of the Regulations requires that Local Planning Authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the Development Plan, in so far as they are material, and any other relevant factors.

The Statutory Development Plan comprised of the London Plan (2021) and the Camden Local Plan (2017).

This application proposes the display of advertisements above the entrance to 10 Bock Street. The proposals have been sensitively designed in terms of their size and location and level of illumination to reflect the surrounding context. Consideration has also been given to their impact on the building on which they are displayed, local context, street-scene and wider townscape.

The text and logos are located above the site's entrance, thereby avoiding the siting of high level text. The signage does not obscure or hinder the ready interpretation of any traffic, or the safety of persons using any highways.

It is considered that the proposed advertisements would be in keeping with the character of the surrounding area which is commercial in nature and will allow wayfinding information in a consistent manner with no impact on public safety or neighbouring amenity. As a result, the proposals are in accordance with Regulation 3 of the town and Country Planning (Control of Advertisements) (England) Regulations 200.

On the basis of the above, the proposed signage also complies with Local Plan Policy D4, and as such, express consent for the display of an advertisement should be granted accordingly.

Application Documents

In support of this application, we enclose the following supporting documents:

- Completed Application Form
- Site Location Plan
- Design Statement

The requisite fee of £132 plus a £25 (including VAT) Planning Portal fee for the advertisement consent has been paid online via Planning Portal. We trust that we have provided all of the material required for the purposes of validation and therefore await confirmation of the registration and validation of this application shortly.

We trust this submission is sufficient for you to determine the application, but should you have any queries or require further information, please do not hesitate to contact Neil Henderson (07909 878 026) or Tom Matheou (075 5721 4686) of this office.

Yours faithfully



Gerald Eve LLP