

Planning Department
London Borough of Tower Hamlets
Town Hall
Mulberry Place
5 Clove Crescent
E14 2BG

Date: 8th September 2021

Landmark Pinnacle | Advertisement Consent Application

Dear Sir / Madam,

On behalf of our client, Edyn Group, we hereby formally submit an Advertisement Consent application for the display of 2no. Fascia Signs and 1no. Totem, at The Landmark Pinnacle, 10 Marsh Wall, London, E14 9GU (hereinafter 'the Site').

The description of development is as follows:

"Display of 2no. Fascia Signs, and 1no. Totem"

The following documents have been submitted in support of this application:

- Site Location Plan (P-00-C645-002);
- Signage Location Plan (P-00-C645-002);
- Entrance Signage Location Plan (P-00-C645-008);
- Existing Elevations (E_00_C645_002); and
- Proposed Elevations (E_00_C645_001).

In addition to the above, the requisite fee of **£132.00** has been paid directly via the Planning Portal. The Planning Portal reference number is: **PP-10142241**.

This letter serves as our Planning Statement and sets out details of the proposed signage. In addition, this letter assesses the proposed development against current national, regional and local planning policy.

Site Description

This application relates to The Landmark Pinnacle, 10 Marsh Wall, London, E14 9GU. Pursuant to ref. PA/12/03248, the Site comprises a 75no. storey tower, with 822 residential units, 162 serviced apartments, retail floorspace and associated amenity floorspace.

The Site is bound to the north by West India Dock Impounding Station (beyond which is Marsh Wall Roundabout); to the east by Marsh Wall; to the south by Landmark Square; and to the west by Westferry Road.

Under the provisions of LB Tower Hamlets Planning Policy Map (2020), the Site is allocated to be located within:

Neighbourhood Planning Area: Isle of Dogs;

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Isle of Dogs Activity Area;
Canary Wharf Area: Strategically Important Skyline;
Air Quality Area;
Flood Zone 3a / Flood Zone 2 ;
Archaeological Priority Area;
Tall Building Zone (Canary Wharf Cluster);
Isle of Dogs and South Poplar Sub Area; and
Area of Deficiency of Access to Nature (Millwall).

There are no Listed Buildings within close proximity to the Site, and the nearest Conservation Area is located 500m to the north.

Background

Permission ref: PA/12/03248 was for:

“Erection of residential (Class C3) led mixed use 75 storey tower (239mAOD) comprising 822 residential units and 162 serviced apartments (Class C1), and associated amenity floors, roof terrace, basement car parking, cycle storage and plant, together with an amenity pavilion including retail (Class A1-A4) and open space.”

This Full Planning Application was approved on 10th October 2013, and has since been varied by ref. PA/14/02554/NC, PA/15/00221, PA/15/02071, PA/15/02072, PA/15/03536/S, PA/16/03680, PA/16/02987, PA/16/00473/R, PA/17/01713/S, PA/17/01021/S, PA/18/00578/S, PA/19/02088/NC, PA/20/02605/NC, PA/20/02327/NC, and PA/20/02045/NC.

Proposed Signage

This application seeks Advertisement Consent for the display of 2no. Fascia Signs and 1no. Totem. The location of these signs are identified on drawing no. P-00-C645-002, and summarised below.

Fascia Sign 1: above entrance doors to the building, on the western elevation.

Fascia Sign 2: to the left hand side (north) of the entrance doors to the building, on the western elevation.

Totem: to the north west of the entrance doors to the building, on the western elevation.

Fascia Sign 1

A Fascia Sign displaying the same of the serviced accommodation block (“Cove”) will be located above the main entrance door on the western elevation. The sign will measure 0.8m by 3.275m. The sign will be displayed 9.5m above ground. In terms of materiality, the sign will comprise rear illuminated white opal acrylic faced lettering with black PPC return. The sign will sit on a stainless-steel canopy. The sign will be internally illuminated (450 cd/m²).

Fascia Sign 2

A smaller Fascia Sign, also displaying the name of the serviced accommodation block (“Cove”), will be located on the left-hand side of the main entrance door, on the western elevation. The sign will measure 0.15m by 0.615m. The sign will be displayed 1.55m above ground. In terms of materiality, the sign will comprise White PPC lettering. The sign will not be illuminated.

Totem

The freestanding Totem sign is to be located to the left-hand side of the main entrance door, on the western elevation. The Totem will measure 1.3m by 0.392m, which a depth of 0.1m. The Totem will display “Cove” in small, white rear illuminated lettering on the western side. The illumination level will be 500 cd/m². There are no other signs / lettering on the Totem. In terms of materiality, the Totem will comprise metal with green PPC casing, with white lettering.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act (2004) states that planning applications for development should be determined in accordance with the Statutory Development Plan unless material considerations indicate otherwise.

For the purposes of this application, the Development Plan comprises the following:

- The London Plan (2021);
- LB Tower Hamlets Local Plan (2020); and
- Isle of Dogs Neighbourhood Plan (2021).

Other material considerations include:

- The National Planning Policy Framework (2021) (NPPF); and
- The National Planning Practice Guidance.

National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) sets out the overarching planning guidance to which all Development Plan Documents should comply. As such, the NPPF is a material consideration of considerable weight. Guidance as to how the NPPF, Planning Policy and Planning Law should be used in practice is provided within the National Planning Practice Guidance (NPPG).

At the heart of the new NPPF as with the last lies a presumption in favour of sustainable development. For decision taking, **Paragraph 11** sets out that, this means expediently approving development proposals which accord with an up-to-date development plan without delay.

Paragraph 136 of the NPPF sets out that the control of advertisements should only be in the interests of public safety and amenity, taking into account cumulative impacts.

London Plan (2021)

The adopted London Plan does not include policies relating specifically to advertisements; however, Policy D4 (Delivering Good Design) reiterates the importance of maintaining design quality. Policy D8 (Public Realm) further explains the importance of providing active frontages.

LB Tower Hamlets Local Plan (2020)

Policy D.DH10 (Advertisements, Hoardings and Signage) states that:

“1. Advertisements, hoardings and signage must be well-designed and well-integrated within the public realm, host buildings and the surrounding area. In particular, proposals will be supported where they demonstrate how they:

- a. complement the character, appearance and visual amenity of the site and the surrounding area*
- b. do not have an adverse impact on the setting or significance of heritage assets (including conservation areas and listed buildings) and do not obscure architectural features*
- c. do not intrude into the outlook of nearby residents*
- d. do not adversely affect public or highway safety or impede pedestrian access, including for those with visual impairment or impaired mobility*
- e. enhance the visual amenity of construction sites and vacant or underused sites/buildings and the surrounding area, including through the use of appropriate lighting*
- f. are subservient in relation to the streetscape or the buildings to which they are attached, and*

g. do not create or contribute to a proliferation of signs and advertisements which cause 'visual clutter' in the streetscape".

Planning Policy Analysis

Given the proposal and planning policy context identified above, the planning considerations relevant to this development are:

- Public safety; and
- Design and amenity

These are discussed in detail below.

Public Safety

The proposed signage comprises 2no. Fascia signs and 1no. Totem. All signs will be located to the entrance of the building (on the western elevation), with the fascia signs securely fixed to the canopy, and wall, and the Totem located to the north west of the entrance door. Regarding the latter, it should be noted that the Totem will sit 2.5m from the face of the building, and will not impede or obstruct access to the revolving door.

Fascia Sign 1 will be fixed securely to the projecting roof canopy afront the hotel entrance. Likewise, Fascia Sign 2 will be securely fixed to the building.

Only Fascia Sign 1 and the Totem will be illuminated. Lighting will be continuous / static, rather than intermittent. Illumination levels will not exceed 450 cd/m² and 500 cd/m², respectively.

The signs, by virtue of siting and design, will not have a detrimental impact upon public safety. The size and scale of the signs are commensurate to the setting and, are required to improve wayfinding. The proposed signage therefore accords with **Paragraph 136 of the NPPF and Local Plan Policy D.DH10 (d)**.

Design and Amenity

It is necessary to consider the proposal in terms of design and impact upon visual amenity. The proposed signage, by virtue of its subtle and clean design, siting, consistency, and scale, reflects the modern aesthetic of the existing building, without detracting or obscuring original architectural features. Furthermore, the proposed signage is considered to be commensurate to the existing building, and as such, is considered to respect the appearance and character of the surrounding area and street scene, in accordance with **Policy D.DH10 (a) and (f)**.

The Site is located within the Canary Wharf Area and Isle of Dogs Activity Area; an area undergoing rapid change, and characterised by a range of modern, tall buildings. Many buildings within the surrounding area, including One Bank Street, have very high-level signage. Such signage is to be expected in a commercial, mixed-use area such as this. In this context, the proposed signage is considered to be contextually appropriate and in keeping with the surrounding area. It should be noted that, by virtue of its high-quality design and clean and consistent nature, the proposed signage will not create visual clutter, or lead to a proliferation of advertisements in the area, in accordance with **Policy D.DH10 (g)**.

The signage does not front onto, and is not located in close proximity to, any heritage assets (including locally or statutorily listed buildings or Conservation Areas). As such, the proposed signage will not impact upon the local historic environment, in accordance with **Policy D.DH10 (b)**.

The proposed signage will front onto Westferry Road, beyond which is a large private garden, used by local residents. The proposed signage does not sit in close proximity to any residential properties, and as such, will not intrude into the outlook of nearby residents, in accordance with **Policy D.DH10 (c)**.

In consideration of the above, it is considered that the proposed signage accords with **Local Plan Policy D.DH10 and Paragraph 136 of the NPPF**.

Conclusion

This proposal seeks Advertisement Consent to install 2no. Fascia signs and 1no. Totem, at The Landmark Pinnacle, 10 Marsh Wall, London, E14 9GU.

For the reasons outlined within this Planning Statement, this proposal accords with both national and local policy and, as set out within **Paragraph 11 of the NPPF**, permission should therefore be granted “*without delay*”.

We trust that you have the necessary information to progress this application and we look forward to receiving confirmation of validation. If you have any queries, please do not hesitate to contact me on the below details.

Yours faithfully,



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