

Application ref: 2023/0740/A
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Mr Joshua Steer
4 Stable Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Kings Cross Central
York Way
London

Proposal:
Temporary display of non-illuminated advertisements on existing construction hoardings along York Way.
Drawing Nos: 0940_Argent_Author_flyposters_Deck_v2, York Way Advertisement Consent 09_02_23, 0940_Argent_Author_plan V7-compressed

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 advertisements hereby permitted are for a temporary period only and shall be removed on or before 31/12/2023.

Reason - To protect the visual amenity of nearby buildings and the wider area in accordance with policies D1 and D2 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting consent-

The current application seeks consent for the display of non-illuminated poster signs on four existing construction hoardings located along the eastern boundary of the Kings Cross Central site. The adverts are to be displayed for a temporary period until December 2023.

The design, location and method of illumination of the proposed advert posters is considered acceptable and would not cause harm to the character and appearance of the immediate and wider area, particularly as the construction hoardings are already in situ and the proposed adverts would simply be replacing the existing posters attached to the hoardings.

The proposed signs would not cause harm to the amenity of any nearby residents nor would they impact upon pedestrian or vehicular safety in the area.

As such, the proposal is in general accordance with policy D4 of the Camden Local

Plan 2017. The proposed development also accords with the policies of the London Plan 2021 and National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above a faint, light-grey rectangular stamp. The stamp contains some illegible text and a circular emblem.

Daniel Pope
Chief Planning Officer