

Application ref: 2024/0341/A
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Hyphen Archi Ltd
1-3 Mundy Streey
London
N1 6QT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit 2
Coal Drops Yard
London
N1C 4DQ

Proposal:

Display of 1no. projecting sign at ground floor south elevation, 1no. projecting sign at first floor west elevation, 1no. mounted sign to south elevation, and 1no. internal suspended sign to east elevation

Drawing Nos: Site Location Plan, Heritage Partnership Agreement Technical Details May 2019 , A000 P3, A100 P3, A101 P3, A103 P3, A220 P3, A221 P3, A222 P3, A223 P3

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.

Informative(s):

- 1 Reasons for granting consent:

The proposals involve the display of a number of adverts across Unit 2 of the eastern Coal Drop, which is Grade II listed. An associated listed building consent application was submitted under ref number 2024/0340/L.

The four signs which require consent (logos 3,6,7 and 9 which are not compliant with the Heritage Partnership Agreement) are all considered to be acceptable in terms of scale, siting and detailed design and would respect the advertising strategy of the wider Coal Drops Yard area. They would not dominate the elevations on which they are located and therefore not detract from the listed building nor impact on the wider Regents Canal Conservation Area.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers. The only illuminated sign would be on the eastern elevation at first floor. Given the distance to any neighbouring occupiers, it would not result in undue amenity impacts. Likewise, the signage would not impact on public or highway safety given the nature, scale and siting of the signs.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer