

Delegated Report

Expiry Date:

18/09/2013

Officer

Sally Shepherd

Application Number(s)

2013/4167/A

Application Address

T6 Site
King's Cross Central
York Way
London
N1C 4BL

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 3 x internally illuminated signs and 1 x internally illuminated linear light box at ground floor level of student hall cafe (Sui Generis)

Consultations

Summary of consultation responses:

N/A

Site Description

The site is located within the northern part of the King's Cross Central redevelopment land. It comprises a large 20+ storey student block which has recently been constructed. The café is situated on the ground floor of the building. The site is not listed and is not within a conservation area.

Relevant History

2013/3559/A - Display of halo illuminated sign within ground floor entrance recess in association with student accommodation (Sui Generis) (*Approved: 17/07/2013*).

Relevant policies

LDF Core Strategy and Development Policies

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

Assessment

Proposal:

The application relates to the installation of 3 x internally illuminated signs within the glazed section of the entrance to the café. Two of the signs will be on the north-east elevation and one on the south east elevation. An internally illuminated linear light box is also proposed which will be around the perimeter of the café entrance.

Amendment:

A 'totem' style free-standing internally illuminated sign was also proposed as part of the application. However, this aspect was considered to be unacceptable and was therefore removed from the proposal.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The sign does not obscure any architectural features of the building and it has been designed so that it is integrated within the existing glass panels of the café entrance. The light box is considered acceptable as it frames the entrance and it's not overly dominant. The size of the signage is considered to be acceptable as it proportionate to the size of the building. Furthermore the materials and method of illumination are considered sufficient.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: Grant Advertisement Consent