

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>14/11/2012</b>	
		N/A		<b>Consultation Expiry Date:</b>		1/11/12	
<b>Officer</b>				<b>Application Number(s)</b>			
Alan Wito				1) 2012/4822/L 2) 2012/4445/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
1 Granary Square London N1C 4AA				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of 2 x University Logo Signs (one at ground floor level and one high level) and 2 x directional signs and 2 x loading bay signs at ground floor level (all signage non-illuminated).							
<b>Recommendation(s):</b>		1) Grant conditional listed building consent 2) Grant conditional advertisement consent					
<b>Application Type:</b>		1) Listed Building Consent 2) Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. Electronic	00		
<b>Summary of consultation responses:</b>		A press notice was published on 11/10/12 which expired on 1/11/12. A site notice was put up outside of the property which ran from 3/10/12 to 24/10/12. Two responses were received from CAAC's.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		<u>King's Cross CAAC</u> object to the two signs proposed fixed to the north east corner of the former Eastern Transit Shed. The size of the two signs was considered disfiguring and it was suggested that they should be reduced to a size of 690mm x 450mm. No objection was raised to the signs affixed to the loading bay entrance or to the north elevation of the new building.  <u>Regent's Canal CAAC</u> object to the "badly designed" and "overlarge" signs affixed to the Granary building.					

## Site Description

The Eastern Goods Yard (EGY) lies to the north of Regent's Canal within the heart of the King's Cross Central development. It is bounded to the east by York Way and to the north and west by two proposed new streets, Goods Street and Transit Street. The southern boundary of the site is defined by the canal. The site is located within the Regents Canal Conservation Area.

The Goods Yard consists of a collection of 19<sup>th</sup> Century industrial buildings, open hard standings and other structures, which together formed a goods interchange at the height of the Victorian industrial boom. These were grouped around a (now filled-in) canal basin. This complex was the largest of its kind in Britain. Its location to the north of the then newly constructed Kings Cross railway terminus enabled the effective transfer of goods three-ways between rail, road and canal.

The focal point of the goods yard is the grade II listed Granary Building, the Eastern and Western Transit Sheds, and the attached East and West Granary Offices to either side of the Granary Building. The former Assembly Shed has been demolished and been replaced by a modern concrete studio building. The building is now in use by the University of the Arts London.

## Relevant History

The redevelopment and re-use of the Eastern Goods Yard (EGY) also known as development zone L of the outline permission, was contemplated for a mixed use development to accommodate the University of the Arts and mixed commercial uses in the Granary Complex. Listed building consent and Reserved Matters approval were granted on 8 April 2008 for the proposals to redevelop the EGY (ref: 2007/5230/L and 2007/5230/L). Some of these proposals include:

- A new office building addition to the west Granary Office facing Granary Square
- A studio building (replacing the Assembly Shed post demolition to the rear of the Granary, in between the Western and Eastern Transit Sheds)
- A new public open space (Granary Square) between the canal and the south façade of the Granary Building

## Relevant policies

### LDF Core Strategy and Development Policies

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

**Camden Planning Guidance 2011**

**National Planning Policy Framework 2012**

## Assessment

### Listed Building Consent

Signs 1 and 2 are located on the north elevation of the concrete studio building and consequently no historic fabric is affected by these elements of the proposals. Both signs consist of individual letters fixed directly onto the concrete and advertise the University's presence and the Platform Theatre which is located in the building. Sign 1 measures 4555 x 2000mm whilst Sign 2 is larger at 6260 x 2365 mm.

Whilst the signs are large in size they are located on a large, mostly unrelieved concrete structure so would be seen as subservient elements on the façade with the overall bulk and massing of the building still being the dominant element. Presently there is no signage on the north elevation to announce the presence of the building. Given that the building can be viewed and accessed from all sides it is reasonable to expect some sort of signage on this elevation of the building.

On the corner of the Western Transit Shed two signs are proposed which will direct visitors approaching the site from York Way to either the loading bay/reception or the theatre. It is these signs which have generated the objections mentioned above. Originally these were proposed to measure 1150 x 750mm but these have been amended to 700 x 500mm (slightly larger than the size suggested by King's Cross CAAC of 690 x 450mm). Given the overall scale of the building the signs would have a limited impact on its appearance but are of a size where they could legibly direct delivery lorries to the relevant location. A reduction in size to that proposed by King's Cross CAAC would not appreciably reduce the impact of the signs compared with the current proposal.

Their simple appearance is considered appropriate on this industrial building with the colour scheme of white lettering on a black background meaning that it does not excessively contrast with the weathered brickwork behind.

Two signs are proposed to be fixed to the modern metal lining to the loading bay arches. Again these were originally proposed to measure 1150 x 750mm but have been reduced to a size of 700 x 500mm. Their size and detailed design is considered appropriate on this part of the building.

### Amenity

The visual assessment of the proposals is made in the above section. Even though the immediately neighbouring plots on the King's Cross Central site are yet to be developed, the signs are non-illuminated and would not result in any harm to neighbouring amenity.

### Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic as it would be static, non-illuminated and fitted flat with the wall. The proposal therefore raises no public safety concerns.

### Recommendation

The proposed signage would preserve the special interest of the listed building and does not raise any concerns regarding amenity to neighbouring sites or public safety. It is therefore recommended that both Advertisement Consent and Listed Building Consent are granted.

## DISCLAIMER

Decision route to be decided by nominated members on Monday 12<sup>th</sup> November 2012.

For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>