

Development Management
London Borough of Camden
2nd Floor
5 Pancras Square
N1C 4AG

14 Regent's Wharf
All Saints Street
London N1 9RL

020 7837 4477
london@nlplanning.com

nlplanning.com

Date 5 April 2016
Our ref 14547/SSL/DD/10181669v1
Your ref

Dear Sir/Madam

LB Camden: King's Cross Central - Application for Advertisement Consent for six internally illuminated Hanging Signs to the east and west facades of the Arthouse, 1 York Way, Kings Cross Central

On behalf of King's Cross Central General Partner Ltd (KCCGPL), Nathaniel Lichfield & Partners (NLP) enclose an application for Advertisement Consent for six internally illuminated Hanging Signs to the east and west facades of the Arthouse building.

Application Submission

The application, which is submitted via the Planning Portal (Ref: PP-04635966), comprises the following documents:

- 1 Application Covering Letter (this letter);
- 2 Completed Advertisement Consent Application Form;
- 3 Site Location Plan (Ref: KXC-LELI-DEPL-05-A-P01.1) prepared by KCCGPL;
- 4 Blaze Signs drawing 104093-1 1/1 V3;
- 5 Blaze Signs drawing 104093-1 2/2 V3; and,
- 6 Cheque for the relevant fee of £110 as the advertisements are related to the business premises they are displayed on.

Site Context

The site has approval for a mixed-use development under the KXC Outline Planning Permission granted in December 2006 (ref. 2004/2307/P). The plot for Building J is located within Development Zone J in the north eastern part of the Kings Cross Central development. It is bound to the south by the Regents Canal, its towpath and Wharf Road, a pedestrianised and controlled



vehicular route. A Reserved Matters submission for Building J was previously approved by London Borough of Camden (LB Camden) in March 2011 (with reference 2010/6688/P) for:

"...the erection of a part 7, part 8 storey building within Development Zone J to be used for residential purposes from first to seventh floor (total of 143 units including 29 general needs social rented) with 37 car parking spaces, 143 cycle parking spaces, plant and refuse storage at basement level and mixed commercial (Business and Employment - Class B1, Class D1, and shopping/food and drink uses - Classes A1-A5) at ground floor level, together with adjacent public realm and new road junction."

Signage Proposals

Six internally illuminated double-sided fixed hanging signs are proposed to be installed on the east and west facades of the Arthouse building set back underneath the existing overhang. Drawing reference 104093-1 2/2 shows the location of the proposed signage and drawing reference 104093-1 1/1 provides a section and elevation of the signs in place.

The advertisements each measure 635mm (H) x 735mm (W) x 170mm (D) and comprise an aluminium carcass finished white and black outside, 3mm thick opal acrylic face panels with matt black face applied vinyl with an aluminium trim finished in black. The signs are internally illuminated via tetra minimax LEDs mounted to 3mm acrylic panel. The details of the signs are outlined on drawing reference 104093-1 1/1 V3.

The lettering outlined on the advertisements on the submitted application drawings are intended to be temporary and will eventually be replaced by tenant branding which could have a maximum letter size equivalent to the maximum height of the frame.

Assessment

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. The NPPF states that control over outdoor advertisement should be 'efficient, effective and simple' subject to control only in the interests of amenity and public safety. The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework as outlined below.

Amenity

The signs do not obscure any architectural features of the building and have been integrated appropriately into the existing building overhangs at ground floor level. The signs are appropriate to the scale of the building and are appropriately located on the facades. Furthermore, the materials and method of illumination are of a sufficiently appropriate quality to match that of the existing building.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb nearby 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.



**Nathaniel Lichfield
& Partners**

Planning. Design. Economics.

Concluding Remarks

Overall, it is considered that the proposed signs are appropriate in the context of the existing Arthouse building and would help to activate the building frontages and increase pedestrian interest. The signs do not adversely impact upon visual amenity or public highway safety and are in accordance with the NPPF and current development plan policy, whilst also meeting the operational requirements of the building.

We trust that you have sufficient information to validate and determine the application and shall contact you shortly to confirm this. If you have any queries please do not hesitate to contact me or my colleague Simon Slatford

Yours sincerely



Daniel Di-Lieto
Senior Planner

Encl. (Cheque)