

16 May 2016



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Dear Sir/Madam

1 King's Cross Bridge Road, N1 9NW
Application for Consent to Display an Advertisement
Planning Portal Reference: PP-05140125

On behalf of the applicant, UK Real Estate, we write to submit an application for consent to temporarily display an advertisement at the above site. Specifically, temporary consent is sought for:

"Display of street level hoardings to King's Cross Bridge, Pentonville Road and Grays Inn Road elevations of the existing building for a temporary period during construction works on site from 13 May 2016 until 31 May 2018."

Consent to display this advertisement is sought in part to provide an improved appearance to the site prior to development works on site. This would be a temporary advertisement and it would be removed prior to completion of the construction works.

In support of this application, in addition to this covering statement please find enclosed the following:

- The relevant application form;
- A site location plan prepared by Latitude Architects; and
- Drawings prepared by Latitude Architects
 - Existing Ground Floor Plan
 - Existing Roof Plan
 - Proposed Hoarding Plan
 - Existing and Proposed Kings Cross Bridge Elevation
 - Existing and Proposed Pentonville Road Elevation
 - Existing and Proposed Grays Inn Road Elevation

A cheque for the relevant application fee of £385 will be submitted separately by post.

Planning History

The most recent planning permission at the site is as follows:

Reference	Description	Decision	Decision Date
2014/0371/P	Erection of three storey building comprising retail/restaurant (Class A1/A3) at ground floor and office (Class B1a) at first and second floors and roof top plant, following demolition of existing building.	Granted	26/08/2014

This permission has not yet been implemented. Hoardings are being placed around the existing buildings to ensure security prior to the commencement of works on-site (subject to separate licensing in accordance with relevant highways regulations).

Site Context

The site is subject to the following designations on the adopted Camden Planning Policies Map:

- Central London Area
- Conservation Area Kings Cross St Pancras
- Site Allocation Site 3: Lighthouse block, Pentonville Road
- Archaeological Priority Area (Battle Bridge)
- Central London Frontage
- Designated View (2A.1 Parliament Hill summit to St Paul's Cathedral – Right Lateral Assessment Area)

The proposed temporary display of an advertisement at the site on the construction hoarding will not adversely impact on any of the designations noted above. The proposal will improve the appearance of the site which will provide benefit to the surrounding area before and during construction.

Layout of Advertisement

At ground floor level only, wooden hoardings will secure the site before and during the construction period. The hoardings will face onto three street elevations, namely King's Cross Bridge, Greys Inn Road and Pentonville Road. The site adjoins the neighbouring building on its fourth side.

In order to maintain the existing access to the site for the TFL escape stair, there will be a break in the hoarding on the King's Cross Bridge elevation.

In addition, there will be three doors located in the hoarding on the King's Cross Bridge elevation, and three doors in the hoarding on the Grays Inn Road elevation.

The hoardings are split into a total of four sections. Full detailed measurements for each section are provided within the application form.

The height of the hoarding varies from 2400 to 2650 mm above pavement depending on the existing levels. The maximum projection from the face of the building will be 400 mm, allowing the hoarding to be within the cornice line.

The maximum height of individual letters is 24 cm, and the text will be white in colour on a cobalt/midnight blue background.

Further details are provided on the elevation drawings that form part of this submission.

Policy Context

General requirements to ensure good design and protect heritage assets are set out under Development Policies DP24 and DP25. Specific guidance for the display of advertisements is set out within Section 8 of CPG1 – Design.

It should be noted that the hoardings will need to be maintained around the site before and during the construction period regardless of whether this advertising proposal is approved. This design is intended to provide a benefit to the general appearance of the local area during the construction period by replacing a blank hoarding with more attractive imagery, as part of also providing some promotion of the site's developer.

This is a conservative design utilising a very limited palette of colours and does not propose 'busy' imagery and logos. This advertisement will therefore have limited material impact upon the appearance and setting of the immediate local area and neighbouring buildings, and the appearance and character of the Kings Cross St Pancras Conservation Area.

Therefore, although only a temporary addition to the local streetscene this proposal will offer good design and protection to local assets in accordance with Development Policies DP24 and DP25.

Materials

The hoarding itself will be of wooden timber construction comprising timber frame with plywood infill which will be painted with a high gloss finish.

Illumination

The hoarding will not be illuminated.

Access

This proposal will have no direct impact upon accessibility.

The hoarding will remain in place prior to and throughout the remaining construction period, regardless of the outcome of this application for advertisement consent. As such, this matter is not relevant to this application – the hoarding will instead be assessed as part of the separate licensing requirements.

Access to the building before and during construction will be maintained through external doors – there will be breaks within the hoardings as necessary to maintain this access.

Time Period

It is proposed to display this advertisement until the end of May 2018.

In the event that the hoardings are removed from the site prior to the end of May 2018, the applicant is happy to agree a condition that the consent to display an advertisement would also cease and would be removed.

This consent would therefore be for a maximum of 24 months. The applicant is aware that if consent for the advertisement beyond this period was required, a new application would need to be submitted.

Conclusions

This application will benefit the immediately surrounding area by improving the appearance of the site throughout the ongoing period of construction relative to plain wooden hoardings.

The hoardings will have to remain on-site throughout the construction programme regardless of the outcome of this application.



I trust that everything is in order. Should you need to discuss this application further, please do not hesitate to contact me as set out at the head of this letter.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Savills", which is a stylized representation of the name Alice Kennedy.

Alice Kennedy
Graduate Planner