

Miss Alice Kennedy
Savills
33 Margaret Street
London
W1G 0JD

Application Ref: **2016/2766/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

25 May 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 King's Cross Bridge
London
N1 9NW

Proposal:

Temporary display of non-illuminated hoarding boards at ground floor level to Gray's Inn Road elevation (measuring 26.81m in width by 2.4m to 2.65m in height) , Pentonville Road elevation (measuring 14.06m in width by 2.6m in height) and King's Cross Bridge elevation (measuring 13.08m in width by 2.45m in height and 15.14m in width by 2.58m in height from 13/05/2016 to 31/05/2018.

Drawing Nos: Cover Letter (16/05/2016); [1209_] P56_A, P55_A, P54_A, P53_A, P52_A, P51_A, P50_A.

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.

- 6 The advertisement hereby permitted is for a temporary period only and shall be removed in its entirety on or before 31st May 2018.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reason for granting permission:

The proposed temporary non-illuminated hoarding advertisement is considered to be appropriate in terms of its size, design, level of illumination and location due to its temporary nature.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building, the streetscene and the setting of adjacent listed buildings.

However, the advertisement is only to be displayed for a temporary period during the course of construction in relation to the development granted planning permission under ref. 2014/0371/P. The advertisement would be displayed on a hoarding that would shield unsightly construction works in accordance with guidance in CPG1 - Design.

It must be noted that an extension of this approval in the future would have to be considered carefully due to the sensitivity of site address's location, and may not be granted advert consent.

The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrians or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

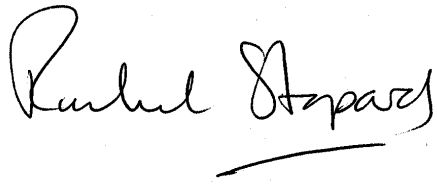
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2016; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "Rachel Stopard". The signature is written in a cursive style with a horizontal line underneath the name.

Rachel Stopard
Director of Supporting Communities