

Via Planning Portal

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Date 09 June 2016
Our ref 14951/SSL/KMo/11543467v1
Your ref

Dear Seonaid,

Building P1, King's Cross Central: Advertisement Consent

PP- 05214653

Nathaniel Lichfield & Partners (NLP) act on behalf of King's Cross Central Limited Partner (KCCLP), a project investor in the original outline planning application for the King's Cross Central (KXC) development. On behalf of King's Cross Central Limited Partner (KCCLP) and their tenant, Everyman Cinemas, we enclose an application for advertisement consent located in Building P1, located on the corner of Handyside Street and Wollstonecraft St, within King's Cross Central.

Application Submission

The application submission comprises the following documents:

- 1 Completed Application Form (Application for Advertisement Consent);
- 2 Cheque for the relevant application fee (£110) – Hand delivered to Camden Council Offices;
- 3 Site Location Plan; and
- 4 Proposed Shopfront Signage Details (Drawing no. 106.28/432C).

Please also accept this letter in support of the application

Site Context

The application site is situated at ground floor level of Building P1 (the Plimsoll Building) which is located on the corner of Handyside Street (north) and Wollstonecraft Street (east). The upper floors of Building P1 are occupied residential units.



Background and the Proposal

An application for advertisement consent was approved on 20 April 2016 (LPA Ref. 2016/1057/A). The application granted advertisement consent for fascia signage, a projecting sign and graphic window vinyl at Unit P1.

This proposal seeks advertisement consent for the addition of three words ('On The Corner') to the consented fascia signage, above the main entrance. The consented fascia is currently 'Everyman' whilst the proposed will be 'Everyman On The Corner'.

The proposed fascia signage will be finished with anodised allumin face, in antique brass, with internal LED illumination, in accordance with the materials and illumination agreed for the consented fascia signage. Drawing no. 106.28/432C is submitted with the application and provides further details with regards to the height of the proposed fascia signage, including the lettering, and illumination.

The proposed shopfront and signage comprise a high standard of design and will enhance the aesthetic value of the building, in accordance with Policy DP30.

Conclusion

The proposal comprises a minor addition to that already consented under Ref. 2016/1057/A. The additional fascia signage is in accordance with the consented advertisements and as such it is considered that advertisement consent should be granted.

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 in the meantime please do not hesitate to contact me or my colleague Marie-Claire Marsh.

Yours sincerely,

Katy Mourant
Planner