



ARGENT

Mr Patrick Marfleet
Regeneration and Planning
Supporting Communities
London Borough of Camden
2nd Floor
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London
N1C 4AG

4 October 2016

Dear Patrick

KING'S CROSS CENTRAL – APPLICATION FOR PLANNING PERMISSION TO RETAIN THE EXISTING TEMPORARY VIEWING PLATFORM FOR A FURTHER TWO YEAR PERIOD, AND AN ASSOCIATED APPLICATION FOR CONSENT TO DISPLAY A NEW ADVERTISEMENT ON THE VIEWING PLATFORM

On behalf of King's Cross Central General Partner Limited (KCCGPL), please find enclosed a submission for a full planning application to extend the permitted period for the existing temporary Viewing Platform located at the south eastern corner of the junction between King's Boulevard and Goods Way within King's Cross Central, for a further two year period. A separate application for consent to display a new advertisement on three sides of the platform for up to two years is submitted in parallel with this submission. Accordingly, we enclose signed and dated copies of the appropriate application forms, two cheques, for £195 and £385.00, being the requisite planning fees for the full application and advertisement respectively, and a Submission Statement (with Design and Access Statement included) which supports both applications.

The platform was initially located opposite the current site at the south western corner of the junction between King's Boulevard and Goods Way, since May 2013, following the grant of planning permission with reference 2013/1260/P. It was then relocated to its current position, following the approval of planning permission reference 2014/0305/P, which was for a temporary period of two years. This application is for planning permission for the platform to remain in its current position for a further temporary period of two years. The structure of the platform, which will remain as it is, comprises 4no. shipping containers stacked to double height, and covered in a white vinyl wrap, with a decked roof area accessed via a lockable staircase. This is described in further detail in the Design and Access statement in Section 2 of the Submission Statement.

The presence of the platform enlivens the public realm around King's Boulevard and Goods Way, draws visitors through the site to the north, and provides an opportunity for visitors to view and learn more about the KXC development site and the wider area. The Submission Statement provides usage figures which demonstrate the platform's popularity.


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This submission also contains a related but separate application for consent to display a new advertisement on three sides of the platform. This would be to advertise the Gas Holder Triplets, a residential development within the KXC site. Each side will have a different architectural image that represents the Gas Holder Triplets development, of a high quality and design, as described and shown on the indicative images in Section 5 of the Submission Statement, and as discussed with planning officers from the London Borough of Camden.

I trust that you will find these applications to be in order, and look forward to receiving confirmation that they have been validated. However, please do not hesitate to contact me should you have any queries.

Yours sincerely

A handwritten signature in black ink, appearing to be 'LM', with a small horizontal line at the end.

Laura Murray
Senior Project Manager

Enc.