

Our Ref: 17252/SH/ta
Your Ref: PP-06366309
Email: sharper@firstplan.co.uk
Date: 04 September 2017

Development Control Planning Services
London Borough of Camden
Town Hall
Judd Street
London
WC1H 8ND

Dear Sir/Madam,

APPLICATION FOR ADVERTISEMENT CONSENT AT PROPOSED EVERYMAN CINEMA KINGS CROSS BUILDING R7 HANDYSIDE STREET N1C 4DN

We have been instructed by our client, Everyman Group, to submit the enclosed application online via Planning Portal (ref: PP-06366309) for advertisement at the above address, in order to facilitate occupation of the approved cinema.

The application comprises of the following documents:

- Completed Advertisement Consent Application Forms;
- Site Plan (drawing no. 007KGX / 100);
- Block Plan (drawing no. 007KGX/ 101);
- Existing Elevation and Floor Plans (drawing no. 007KGX/601); and
- Proposed Elevation and Floor Plans ((drawing no. 007KGX/600).

The requisite application fee of £110 has been paid online via Planning Portal.

Background Information

The application site is located within the King Cross Development Site, within the building known as 'R7'. Building R7 lies to the rear of Kings Cross Station, across Regents Canal on Handyside Street and adjacent to the University of the Arts London.

As further outlined below, planning permission was granted for the comprehensive redevelopment of the Kings Cross redevelopment area, comprising of mixed uses including a cinema (use class D2). This application relates to the approved cinema which will be occupied by Everyman.

Planning History

Outline permission was granted in 2006 for *"a comprehensive, phased, mixed-use development of former railway lands within the King's Cross Opportunity Area, as set out in the Revised Development Specification. The development comprises business and employment uses within the B1 use class; residential uses (including student accommodation), serviced apartments and hotels; shopping, food and drink and financial and professional services within the A1, A2, A3, A4 and A5 use classes; the full range of community, health,*

education, cultural, assembly and leisure facilities, within the D1 and D2 use classes; night clubs; multi storey and other car parking; re-erection of the linked triplet of gas holder guide frames to enclose new residential and other development, on the site of the Western Goods Shed; re-erection of the guide frame for gas holder no 8, alongside the re-erected triplet, to enclose new play facilities and open space; relocation of an existing district gas governor; works of alteration to other existing buildings and structures, to facilitate their refurbishment for specified uses; new streets and other means of access and circulation; landscaping including open space; new bridge crossings and other works along the Regent's Canal; the re-profiling of site levels; and other supporting infrastructure works and facilities" (ref: 2004/2307/P).

In 2015, approval of reserved matters was granted "relating to Building R7 for erection of a 9-11 Storey office building (class B1) (excluding basement, mezzanine and roof levels), with a three screen cinema (class D2), retail/food and drink (class A1-A3/A5), and further office uses at ground floor level with new landscaping along the pavements adjacent to the west, south and east of the proposed building, along Beaconsfield Street, and Handyside Street (formerly Goods Street) and York Street as required by conditions 6, 12, 14, 16-22, 27, 28, 31, 33-38, 44-46, 48, 49, 50A, 51, 56, 60, 64-67 of outline planning permission reference 2004/2307/P granted 22/12/06 subject to a S106 agreement reference: 2004/2307/P dated 22/12/06 for a comprehensive, phased, mixed-use development of former railway lands within the Kings Cross Opportunity Area" (ref: 2015/0368/P).

Application Proposals

Advertisement consent is sought for the proposed Everyman signage, as outlined below.

- 1 no. external 'Everyman' projecting sign to Handyside Street;
 - 750mm x 1600mm;
 - Powder coated steel with mesh top and bottom;
 - Internally illuminated halo lit.

It is considered that the following internal advertisements benefit from deemed consent under: "The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, (Class 12 Advertisements inside buildings). The advertisements are, however, included within this application for completeness and in the interest of ensuring a quick conclusion:

- 1 no. internal shimmer disc 'E' to Beaconsfield Street;
 - 1800mm x 1200mm;
 - Folded powder coated steel tray with sequin disks;
 - Internally illuminated
- 1 no. internal 'Everyman' sign;
 - 800mm x 6700mm;
 - Powder coated steel;
 - Internally illuminated red LED;
- 1 no. internal 'Everyman' sign to Handyside Street;
 - 500mm x 4000mm;
 - Powder coated steel;
 - Internally illuminated red LED;
- 1 no. internal Everyman 'E';
 - 950mm x 650mm;
 - Powder coated steel;

- Inward facing internally illuminated (no external illumination).

Relevant Planning Policy

The Camden Local Plan comprises of the recently adopted Camden Local Plan (2017), the Policies Map Alterations (2017) and supplementary guidance. The relevant policies and guidance are outlined below.

The Proposals Map designates the site as within the Central London Area, Kings Cross/ St Pancras Conservation Area, and Kings Cross Growth area.

a) National Planning Policy Framework (2012)

The NPPF states that:

“Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment.”

b) Camden Local Plan

Policy A1 requires all development within Camden to ensure that the amenity of communities, occupiers and neighbours will be protected, this includes artificial lightning levels and design.

Policy D1 seeks to ensure the highest quality of design in development. This is achieved through development respecting the local context and character and carefully integrated, well thought out design, amongst other criteria.

Policy D2 seeks to preserve and enhance any heritage assets, including conservation areas.

Policy D4 regards advertisements. Advertisements should respect the form, fabric, design, scale and setting of the host building. Additionally, advertisement proposals should:

- preserve the character and amenity of the area or heritage asset; and
- not clutter the building.

c) Camden Planning Guidance 1 Design (2015)

This document provides specific guidance for design within the borough. Specifically concerning advertisements, the document sets out that all advertisements and signs should respect the form, fabric, design and scale of the host building and setting. Projecting signs should normally be level with the fascia rather than below or above it, specifically, they should be positioned to the side of the shopfront at fascia level.

Illumination should be determined by the design of the building and should not be flashing to ensure there is minimal adverse impact on the surrounding amenities.

Planning and Heritage Statement

The application lies within the Regents Canal Conservation Area. The Conservation Area Statement (2008) outlines that care will have to be taken to ensure the special character of listed buildings are not harmed. Additionally, the intense proliferation of signage, would be considered damaging to the character of the conservation area.

Of course, the proposed signage should be assessed in the context of the ongoing redevelopment. This is a large mixed use scheme, and Everyman propose to occupy one part of new building 'R7'. Signage zones were identified as part of building R7's approval (ref: 2015/0368/P), and Everyman is working within these limits. Accordingly, the proposed advertisement should be considered acceptable.

The only external advertisement proposed is the Everyman hanging sign, this will be of a limited illumination and is of a high quality bespoke design which will sit comfortably in the busy commercial location and will, in fact, enhance the appearance and functionality of the host building, identify the entrance to the cinema and indeed, its location on the upper floors.

All the signage proposed, internally and externally, has been designed to retail the overall appearance of the façade, and avoid visual clutter.

Notwithstanding the above, as previously mentioned, it is a matter of fact that all of the internal signage benefits from deemed consent and the council's advertisement controls do not extend to these elements. That said, in order to ensure officers and interested parties have a complete picture of the final appearance of the cinema, we have included these elements within the application.

Special attention has been paid to the desirability of preserving or enhancing the character and appearance of the conservation area - principally due to the limited overall number of external sign, its size, design and level of illumination. As a result, the proposed signage scheme relates well to the newly developed building and surrounding area, and is consistent with the policies set out above, and the Conservation Area Statement guidance.

Conclusions

Consideration has been given to the Conservation Area setting, nearby listed buildings and the signage zones approved as part of the operative permission, as well as Everyman's own requirements. Much of the signage has also been placed inside the unit.

The application proposals have also had regard to the surrounding location and context in order to ensure a high-quality design which is sympathetic to the setting, as well as the relevant policies and guidance in the Local Plan. Accordingly, it is considered that the advertisement scheme is acceptable.

I therefore trust that you have sufficient information in order to validate and approve the application, however, should you have any queries then please do not hesitate to contact me.

Yours faithfully,



SAM HARPER
Director

Enc.