

Ms Francesca Morrioni  
The Coal Office  
1 Bagley Walk  
Kings Cross  
London  
N1C 4PQ

Application Ref: **2018/1674/A**  
Please ask for: **Patrick Marfleet**  
Telephone: 020 7974 **1222**

6 June 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**The Coal Office**  
**1 Bagley Walk**  
**Kings Cross**  
**London**  
**N1C 4PQ**

Proposal:

Installation of 3 x non-illuminated projecting signs, 1 x internally illuminated projecting sign, 1 x externally illuminated fascia sign and 3 x non illuminated menu board signs at yard and viaduct level in association with existing commercial use (Class A1, A3/A4).

Drawing Nos: KX\_SK\_082, KX\_SK\_084, KX\_SK\_083, KX\_SK\_086, KX\_SK\_081, KX\_SK\_077, KX\_SK\_087, KX\_SK\_076, KX\_SK\_089, KX\_SK\_088

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.

#### Informative(s):

- 1 The proposed fascia, menu board and projecting signs are considered appropriate in terms of their size, design, location and level of illumination and would have an acceptable impact on the character and appearance of the host building. Given the building spans across two levels and have a large facade the number of adverts would not create visual clutter to the elevation. The proposed signs would not be harmful to either pedestrian or vehicular safety in the area.

No objections were received prior to making this decision. Special regard has been attached to the desirability of preserving or enhancing the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with Policies A1, D1, D2, D4 and

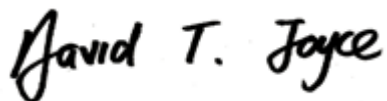
T1 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and National Planning Policy Framework 2012.

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 "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning