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**APPLICATION FOR ADVERTISEMENT CONSENT
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS (ENGLAND)
REGULATIONS 2007**

On behalf of King's Cross Central General Partner Limited, please find enclosed an application for advertisement consent on the King's Cross Central development, specifically:

"The temporary display of non-illuminated advertisements on existing construction hoardings on King's Boulevard, Goods Way, York Way and Stable Street".

As part of this application please find enclosed the following:

- Signed and dated application form.
- Site Location Plan.
- Proposed Advertisement Location Plan.
- Proposed elevation drawings.
- A cheque for the application fee of £462

The Site and Context

Planning Permission, Reserved Matters approval and an associated listed building consent were granted in January 2016 for the development of the Coal Drops Yard as a new retail, food and drink destination (LBC references 2015/6015/P, 2015/6018/P and 2015/6016/L, respectively). The Coal Drops Yard forms part of the wider King's Cross Central development which was permitted by an Outline Planning Permission in 2006 (ref 2004/2307/P) and is now well advanced. The works to refurbish the Coal

Drops Yard are underway, with the substantive structural works nearing completion and many tenants already fitting out their units. The development is expected to open to the public at the end of October.

The proposed locations for the branding are shown on the submitted plan, but in summary comprise the western edge of Stable Street, where it forms the boundary to the Coal Drops Yard, and the eastern edge of King's Boulevard/southern side of Goods Way where they bound the Zone A development site. These locations have been chosen to benefit from the significant footfall through the King's Cross Central development, in particular to/from the railway stations in the south, in order to communicate the offer within the Coal Drops Yard in advance of and for a period following its opening. They will also activate the hoardings which bound the Coal Drops Yard construction site until the development opens.

The Proposals

The proposals comprise non-illuminated vinyl branding fixed to existing construction hoardings. Using a mix of graphics, photos and text, the proposed design will highlight some of the confirmed tenants that will occupy the retail units at the Coal Drops Yard on opening and give a feel of the type of brands and products visitors might expect to see.

The branding will run along the existing construction hoardings to the Zone A development site, on the eastern edge of King's Boulevard for approximately 208.6m. The branding will then turn the corner onto Goods Way on the northern edge of the Zone A site and onto York Way, occupying a 114.7m frontage. A separate set of hoardings on Stable Street, forming the eastern boundary of the Coal Drops Yard site, will also feature a version of the proposed design to promote the development prior to opening. The length of this hoarding is 159.8m.

Full details of the proposals, including the scale, location and nature of the artwork, are contained within the application forms and plans/elevations submitted with this application. The proposed branding is expected to be in place on Stable Street until opening at the end of October 2018, at which point the existing construction hoardings will be removed. In order to continue to promote the Coal Drops Yard development, and to enhance the appearance of the construction hoardings around Zone A while that site is developed, it is expected that the branding on King's

Boulevard, Goods Way and York Way will remain in place for a longer period until Summer 2019. Consequently, the application is for a temporary period to August 2019 to cover the latest date at which the adverts are likely to be removed.

Assessment

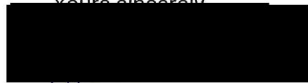
Policy D4 within Camden's Local Plan (2017) specifies that advertisements must respect the form, fabric, design and scale of their setting and preserve the character and amenity of the area. Acknowledging the location of the hoardings within the Regent's Canal and King's Cross/St. Pancras Conservation Areas and adjacent to the Grade II listed Eastern Coal Drops building, the design proposes shapes and forms which reference the buildings' architecture and that of the local area, for example through arches and columns.

The scale of the advertisements proposed are proportionate to the development site and will improve the amenity of the immediate area, providing visual interest and communicating information about the forthcoming Coal Drops Yard development with passers-by during the construction period and in the early stages of its opening. The advertisements will only be temporary and featured on the construction hoarding which is already in place to provide safety and protection to the public throughout the development. Consequently, any impact as a result of the advertisements to the character of the area will be of a temporary nature. Against this background, we consider the proposals to be in accordance with the development plan and guidance on hoarding advertisements published in the Camden Planning Guidance: Advertisements (2018).

The proposals have been discussed in principle with officers at the London Borough of Camden. They are considered to be of a high quality of design and will improve the visual amenity of the area during construction works, as well as communicate the forthcoming Coal Drops Yard development to local residents, business and visitors.

We trust that you have sufficient information to validate and determine this application. If you have any queries or require any further information, please do not hesitate to contact me.

Yours sincerely,



Alexandra Woolmore

Senior Projects Director (Head of Planning)