

Miss Alexandra Woolmore  
Argent (King's Cross) Ltd  
4 Stable Street  
King's Cross  
London  
N1C 4AB

Application Ref: **2018/3994/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

24 August 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**King's Boulevard & Goods Way & York Way & Stable Street,  
King's Cross Central  
London  
N1C**

Proposal: Temporary display of non-illuminated signage on the existing hoardings on Kings Boulevard, Goods Way, York Way and Stable Street, for a period of 1 year until 31st August 2019.

Drawing Nos: Site location plan (KXC-PLAN-PLAP-) 33-A-P01 Rev P01, 34-A-P01 rev P01, Artwork and overview pages 1-3

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

- 6 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 31st August 2019.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative:

- 1 Reason for granting permission-

The proposal is for extensive advertisements to be fitted to hoardings in prominent locations within Kings Cross. Camden Planning Guidance states that if an area has a mix of uses or is predominantly in commercial use some hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building and its surroundings. The sites are under construction and have existing hoarding structures in place. The proposed temporary advertisements would combine text and images indicating the commercial occupiers of the Coal Drops development on Stable Street. The proposals would shield unsightly works for the duration of the

construction works and due to their locations offer wayfinding from the stations to the new buildings within the Kings Cross Central Area.

The proposed displays would not obscure the architectural features of the buildings or nearby landmarks as they would satisfactorily relate to the scale of the host buildings and their surroundings and would not damage views or obscure light to neighbouring properties. In the wider street scene, they would be in a typical position at ground level for a temporary period during construction only and would not be considered unduly dominant in this commercial locality as they would not detract from the host buildings character and appearance or the wider Kings Cross St Pancras Conservation Area. As the proposals are for a temporary period only, they would not result in harm to the character and appearance of the wider Kings Cross St Pancras Conservation Area, the setting of the listed buildings or the streetscene. A condition would be added to ensure that the advertisements are removed by 19th August 2019.

In terms of size and siting, the proposals would not be considered to disturb neighbouring occupiers nor would they be considered hazardous to road users and therefore raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of 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 (ERR) 2013.

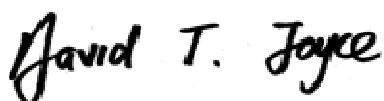
As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2018.

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



David Joyce  
Director of Regeneration and Planning