

Application ref: 2018/5002/A
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Argent (King's Cross) Ltd
Argent
4 Stable Street
London
N1C 4AB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Sites within Kings Cross Central Development at 4 Pancras Square
Granary Square
Lower Stable Street
London
N1C 4AB**

Proposal:

Temporary display of non-illuminated advertisements on construction hoarding on Granary Square and Lower Stable Street, vinyls to retail units at ground floor of 4 Pancras Square and a branded mesh affixed to the temporary lift shaft by Pavilion H, to be displayed until 30 April 2019.

Drawing Nos: (KXC-PLAN-PLAP-)39-A-P01 revP01, 41-A-P01 revP01, Location 1: Granary Square, Location 3: 4 Pancras Square, Location 4: Pavilion lift shaft

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.

- 6 The advertisements hereby granted consent shall only be displayed while the construction of the lift shaft, construction of the balustrade to Granary Square perimeter and internal fit-out of ground floor retail unit to 4 Pancras Square are being undertaken and shall be completely removed and the site made good by 30 April 2019 or when the above works have been completed and hoarding is no longer required, whichever is the sooner.

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(s):

- 1 The proposal is for advertisements to be fitted to three sites within the Kings Cross Central development area. The first would be applied to low level hoardings facing Bagley Walk at the south side of Granary Square where there is a change in level and would shield the construction of balustrading. The second would be vinyl displays applied to the windows of the ground floor retail units at 4 Pancras Square and would shield the internal fit out for the future occupiers. The third would be a

mesh with a logo that would shield the construction cladding to the lift shaft near the entrance to the Coal Drops Yard. 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, and where they would shield unsightly works for the duration of the construction works. The proposed temporary advertisements would combine text and images indicating the commercial occupiers of the Coal Drops Yard 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 nearby buildings or landmarks, they would satisfactorily relate to the scale of the nearby buildings 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. 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 and Regents Canal Conservation Areas, the setting of the listed buildings or the streetscene. A condition has been added to ensure that the advertisements are removed by 30 April 2019. On completion of the construction works, due to their proximity to the listed buildings the temporary period of display would not be consented for a further period of time.

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 T. Joyce

David Joyce
Director of Regeneration and Planning