

Application ref: 2018/3622/A
Contact: Kate Henry
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Laura Murray
Argent (Property Development) Services LLP
4 Stable Street
London
N1C 4AB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Coal Drops Yard
King's Cross
London
N1C 4AB

Proposal:

Projecting signage at various units along the elevations of the Eastern Coal Drop, Western Coal Drop and Wharf Road Arches. Building mounted signage along Lower Stable Street only.
Drawing Nos: Submission Statement, dated July 2018.

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 Reasons for granting

This application seeks advertisement consent for external signage on buildings within Coal Drops Yard. The proposals include projecting signage along the elevations of the Eastern Coal Drop, Western Coal Drop and Wharf Road arches and building mounted signage along Lower Stable Street.

The projecting signs, which will consist of bespoke signs for each individual retailer, which comply with minimum and maximum dimensions, will be sited between the brick arches (rather than signage in the brick reveals as previously proposed), and will be affixed to mortar only, where possible, or to rain water pipes. There will be one projecting sign per retailer and no lighting will be permitted. The proposed scale and positioning of the signs ensures that the signs will not appear to dominate the elevations and the brick arches will remain the main feature of the elevations.

Along Lower Stable Street, the proposed signage will consist of signage panels along the western elevation of the newly constructed retail units. Individual retailers will be able to affix their own branded vinyl onto these panels. The proposed scale and positioning is considered to be appropriate and in keeping with the host building.

It is not considered that the proposed advertisements would cause undue harm to amenity and neither is it considered that the proposed advertisements would cause harm to public safety, including the safety of persons using the adjacent highways and waterway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2018.

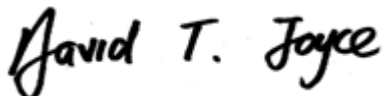
- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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