

Application ref: 2018/4951/A  
Contact: Kate Henry  
Tel: 020 7974 3794  
Date: 19 November 2018

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

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

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Gasholder Marketing Suite  
Development Zone F  
Goods Way  
King's Cross Central  
London**

Proposal:

Display of 2x internally illuminated roof-mounted lettering ("Chapel Down") signs and 1x externally illuminated (strip lighting behind) logo sign to south elevation

Drawing Nos: 18.49 100.01; 18.49 100.02; 18.49 100.023; 18.49 100.04; 18.49 100.05;  
18.49 210.01; 18.49 210.02; 18.49 210.03; 18.49 710.00; 18.49 710.01; 18.49 980.00;  
44302\_5501\_006 Rev. B; Design & Access Statement, dated October 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 the display of 2x internally illuminated roof-mounted lettering signs (to spell out "Chapel Down") and the display of 1x externally illuminated logo sign, with strip lighting behind, on the southern elevation.

The 2x "Chapel Down" signs will be fixed to the top of the parapet in two locations to signal the building to visitors from different directions, including from Granary Square across the canal. Each letter will feature black matt metal backs and sides and will be internally illuminated in such a way as to direct light to the south and west. Whilst signs above the parapet level of a building are not normally permitted, in this case they are considered to be acceptable given the unusual design of the host building and also the fact they would still sit below the level of the gasholder frame, thereby allowing this architectural feature to remain the key feature of the building. Overall, these signs, by virtue of their design, scale and siting, are considered to be appropriate to and in keeping with the character and appearance

of the host building.

The logo sign will be located on the southern elevation, visible to passers-by on Goods Way. The logo sign, by virtue of its design and positioning, is considered to be appropriate to and in keeping with the character and appearance of 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. The Council's Transport Officer has confirmed that the proposed lux levels are acceptable.

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.

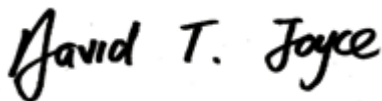
The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2018.

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

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