

Application ref: 2018/6085/A
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Mr Joshua Steer
4 Stable Street
London
N1C 4AB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

King's Cross Central Development
York Way
London
N1C 4AB

Proposal:

Temporary display of non-illuminated signage on the existing construction hoardings on York Way, for a period of 1 year until 20/12/2019

Drawing Nos: KXC-PLAN-PLAP-42-A-P01; KXC-PLAN-PLAP-34-A-P01; Hoarding artwork.

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 advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 20/12/2019.

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 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting

This application seeks advertisement consent for advertisements to be applied to existing construction hoardings facing York Way. The Council would be unlikely to grant consent for such advertisements on a permanent basis as this would harm the character and appearance of the area. However, Camden Planning Guidance (Advertisements) notes that, if an area has a mix of uses or is predominantly in commercial use, some poster or hoarding advertising may be acceptable where it satisfactorily relates to the scale of the host building or feature and its surroundings.

The proposed advertisements would advertise the residential units currently on the market at Gasholders London, Luma and Fenman House. They comprise non-illuminated vinyl branding, fixed to existing hoardings. The advertisements comprise a mixture of photos, computer-generated images, text and graphics. The proposed advertisements would shield unsightly works for the duration of the

construction works.

It is not considered that the proposed development would cause undue harm to the residential amenities of nearby and neighbouring properties. Neither is it considered that the proposal would impact harmfully on either pedestrian or vehicular safety.

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.

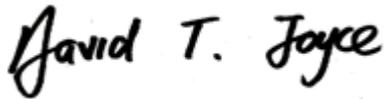
The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2018.

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