

Application ref: 2018/4876/A
Contact: Kate Henry
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Units 4 and 22-24
Bagley Walk Arches
Coal Drops Yard
London**

Proposal: Display of 1x non-illuminated projecting sign at viaduct level ("Barrafina"); 1x non-illuminated projecting sign at yard level ("Casa Pastor"); 2x internally-illuminated signs within the canopy of the external bar ("Plaza Pastor"); 1x non-illuminated projecting sign to Bagley Walk ("The Drop")

Drawing Nos: BEN 1; BEN 2; 17007-200 Rev. C2; BEN 001 Rev. B; BEN 002 Rev. B; ELP013; A1/A213755; 17704; ELP007; A2/A213505 01; BKX 720 C Rev B

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 1x non-illuminated projecting sign at viaduct level ("Barrafina"); 1x non-illuminated projecting sign at yard level ("Casa Pastor"); 2x internally-illuminated signs within the canopy of the external bar ("Plaza Pastor") and 1x non-illuminated projecting sign to Bagley Walk ("The Drop").

Application reference 2018/3622/A sets out the approved external signage strategy for the buildings within Coal Drops Yard; however, each subsequent application for signage within Coal Drops Yard must be assessed on its own merits, having due regard to the approved wider strategy.

The "Barrafina" sign projects out from the eastern elevation of the host building at the viaduct level, adjacent to the main entrance to the restaurant / bar. The sign complies with the approved signage strategy in terms of its size, design and fixing method and although the plans refer to lighting, the light fixture does not illuminate the sign itself and is part of a series of lighting across the building. The sign itself is considered to be appropriate to and in keeping with the character and appearance

of the host building.

The "Casa Pastor" sign projects out from the eastern elevation of the host building at yard level, adjacent to the main entrance to the restaurant / bar. This sign also complies with the approved signage strategy in terms of its size and design; however, it is supported by 2 brackets, neither of which attaches to the middle of the sign, as outlined in the approved signage strategy. Nevertheless, due to the sign's siting adjacent to a column, pipework and other building paraphernalia, the fixing method is considered to be acceptable in this instance as the sign does not appear at odds with other signs along the same frontage. The sign itself is considered to be appropriate to and in keeping with the character and appearance of the host building.

The two internally-illuminated "Plaza Pastor" signs within the canopy of the external bar are modest in size and appear as part of the fabric of the bar structure. They are considered to be in keeping with the character and appearance of the surroundings.

The non-illuminated projecting "The Drop" sign on Bagley Walk exceeds the maximum dimensions in the approved signage strategy as it measures 970mm x 551mm, as opposed to 600mm x 450mm; however, insofar as it is not a typical sign and occupies an unusual location in the building (under the canopy and not directly adjacent to a shop entrance), it is considered to be acceptable.

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.

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.

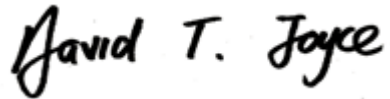
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

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 style with a large initial 'D' and 'J'.

David Joyce
Director of Regeneration and Planning