

Application ref: 2019/0672/A
Contact: Kate Henry
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Date: 17 April 2019

Development Management
Regeneration and Planning
London Borough of Camden
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Benchmark Development Planning Ltd
Benchmark House
3 Harnwood Rd
Salisbury
SP1 3YD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Casa Pastor and Barrafinia
Unit 4 Viaduct Level
Coal Drops Yard
London
King's Cross
N1C 4AB

Proposal: Display of 2x internally-illuminated totem signs and 1x non-illuminated sign on the side of the external bar structure, all to display the word "parillan"

Drawing Nos: BEN 1; BEN 0010; BEN 0020; BEN 0021; BEN 0030; BEN 0050

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 Reason for granting

This application seeks advertisement consent for the display of 2x internally-illuminated totem signs and 1x non-illuminated sign on the side of the external bar structure, all to display the word "parillan".

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. Application reference 2018/4876/A was recently approved at the application site, which related to the display of 5 signs in total. The cumulative impact of adding more signs must also be considered.

The proposed totem signs form part of the glazed screen which will surround the outdoor seating area. They are considered to be modest in design and the colour palette and materials are in keeping with the character and appearance of the host building and surroundings. The signs accord with the parameters set out in the approved signage strategy.

The proposed sign on the external bar structure appears as part of the fabric of the

structure and is considered to be in keeping with the character and appearance of the host building and surroundings. This sign also accords with the parameters set out in the approved signage strategy.

Whilst there are other signs at Unit 4, it is not considered that the cumulative impact of adding additional signage would cause undue harm. The signs all relate to different businesses operating at the site and all are considered to be modest and well-designed.

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 and setting of nearby listed buildings, under s.16 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 and D2 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 2019.

- 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).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2019.

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, appearing to read 'DPope', is written over a light blue rectangular grid background.

Daniel Pope
Chief Planning Officer