

Planning Department
Camden Council
5 Pancras Square
London
N1C 4AG

3 August 2020

Display of 4 no. non-illuminated advertisements on the Regent's Canal in the vicinity of Granary Wharf, Kings Cross, London

Dear Sir/Madam,

I am writing to apply for consent to display 4 no. non-illuminated advertisements on the Regent's Canal in the vicinity of Granary Wharf, Kings Cross, London.

In 2016 the Canal & River Trust applied for advertisement consent (application reference 2016/5814/A) to display a number of temporary advertisements along the Regent's Canal as part of a wider scheme to increase public awareness of the Canal & River Trust and the role which it plays in maintaining the canal network across the country.

Following the success of this trial signage, the Canal & River Trust now wishes to install the following advertisements which require express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Sign Reference	Overall Dimensions	Installation Method and Material	Drawing Number
King's Cross Granary Square Steps - Stencils Sign 3	W 300mm x L 10,000mm	Single colour thermoplastic applied to coping stone using pre- made stencil	CNSD20-KC-DWG-002- PL-01 Rev. B
King's Cross	W 1,520mm x H 3,620mm	3mm printed dibond aluminium composite	CNSD20-KC-DWG-003- PL-01 Rev. 3

Canal & River Trust
Canal Lane Hatton Warwick CV35 7JL
T 0303 040 4040 E canalrivertrust.org.uk/contact-us

Patron: H.R.H. The Prince of Wales. Canal & River Trust, a charitable company limited by guarantee registered in England and Wales with company number 7807276 and registered charity number 1146792. registered office address First Floor North, Station House, 500 Elder Gate, Milton Keynes MK9 1BB

Granary Square Bridge Before & After Sign 4		affixed to wall using suitable adhesive	
King's Cross Granary Square Bridge - Mural Sign B4	W 12,000mm x H 1,829mm	3mm printed dibond aluminium composite mounted to freestanding wooden frame with concrete feet	CNSD20-KC-DWG-005- PL-01 Rev. A
King's Cross Granary Square Bridge Before & After Sign A4	W 1,550mm x H 3,590mm	3mm printed dibond aluminium composite affixed to wall using suitable adhesive	CNSD20-KC-DWG-004- PL-01 Rev. C

It should be noted, that the Canal & River Trust is also proposing to install a small number of advertisements which benefit from deemed consent under Schedule 2, Part 1 Classes 1A and 2A of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) in addition to the advertisements specified above.

The proposed advertisements provide an important role in explaining the history of the Regent's Canal through interpretive signage, whilst also increasing public awareness of the Canal & River Trust. The stencils at Granary Square Steps also provide an innovative approach to wayfinding by providing distances to key destinations on the canal network for pedestrians, cyclists and boaters.

The proposed advertisements have been designed in accordance with the Camden Planning Guidance on Advertisements (March 2018) and Design (March 2019) and in consultation with Argent, the majority landowner. The signs are non-illuminated, sympathetic to the surrounding area and are considered to be both interesting and unique, especially in relation to the proposed stencil signage.

Regulation 3 of the Advertisement Regulations requires that Local Planning Authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Further guidance is provided within Paragraph 132 of the National Planning Policy Framework (February 2019) which states that 'the quality and character of places can suffer when advertisements are poorly sited and designed' and that 'advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.

With regard to amenity, the design, scale and appearance of the proposed advertisements is considered appropriate to the urban context and would not harm the visual amenity or historical significance of the canal corridor or the Regent's Canal Conservation Area.

Paragraph 74 of the National Planning Practice Guidance on Advertisements identifies the potential impacts of advertisements on the safe operation of the waterway network. The proposed advertisements are not considered to cause an obstruction to either navigation or pedestrians and cyclists using the footpath and are also unlikely to be visible from the public highway.

Overall, the proposed advertisements are not considered to cause harm in terms of amenity or public safety, and it is anticipated that advertisement consent will be granted subject to the standard conditions set out in Schedule 2 to the Advertisement Regulations.

The following plans and documents have been submitted in support of this application. The drawings provided should be viewed in conjunction with the document titled 'Visualisations for Proposed Canal & River Trust Signage at Granary Square Steps and Granary Square Bridge, Kings Cross, London':

- Location Plan (CNSD20-KC-DWG-001-PL-01 Rev. B)
- Sign 3 Plan and Elevation (CNSD20-KC-DWG-002-PL-01 Rev. B)
- Sign 4 Plan and Elevation (CNSD20-KC-DWG-003-PL-01 Rev. 3)

- Sign B4 Plan and Elevation (CNSD20-KC-DWG-005-PL-01 Rev. A)
- Sign A4 Plan and Elevation (CNSD20-KC-DWG-004-PL-01 Rev. C)
- **Document Titled** 'Visualisations for Proposed Canal & River Trust Signage at Granary Square Steps and Granary Square Bridge, Kings Cross, London'

The requisite application fee of £132 has been paid via the Planning Portal.

I trust that the information provided is sufficient to determine this application for advertisement consent, however, should you have any queries please do not hesitate to contact me.

Yours sincerely,

Lewis Bankes-Hughes

Lewis Bankes-Hughes MPlan PGDip MRTPI AssocRICS

Delivery Planner