

Application ref: 2020/4139/A
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Joshua Steer
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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 3no x non-illuminated advertisements on the existing construction hoardings on York Way, for a period of 2 years until 18/09/2022.

Drawing Nos: KXC-PLAN-PLAP-52-A-P01RevP01, Hoarding plan,

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 18/09/2022.

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 Reason for granting consent.

This application seeks advertisement consent for a renewal of the previous temporary consent for adverts on existing construction hoardings advertisements ref no: 2018/6085/A. It is proposed to be an extension of time to display the signs with different images until September 2022.

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 leisure, lifestyle, living in King's

Cross. 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 residential amenities of nearby and neighbouring properties. Neither 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 planning history and relevant appeal decisions were taken into account coming to this decision.

The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017 and the provisions of the National Planning Policy Framework 2019.

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 grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment