

Mr Raymond Yeung
Planning Department
Camden Council
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9 September 2020

Display of 4 no. non-illuminated advertisements on the Regent's Canal in the vicinity of Granary Wharf, Kings Cross, London (Application Reference 2020/3464/A)

Dear Mr Yeung,

Further to our previous email correspondence regarding the above proposal, I thought it would be helpful to summarise the Canal & River Trust's response to your request for further justification.

This letter accompanies the document titled **King's Cross Signage Proposal** dated September 2020 which provides additional viewpoints and further information about the content of the proposed signs. This document seeks to provide further clarification on the proposal and does not propose any new or additional signage.

In response to the comments made by the Regent's Canal Conservation Area Advisory Committee and following further discussions with yourself regarding the Granary Square Bridge Mural Sign (Reference B4), the Trust has decided to remove this sign from the current application. It will therefore be necessary to update the application description to reflect this change.

In relation to the signs proposed for Granary Square Bridge (References A4 and 4), these have been designed to complement the architectural form of the bridge and play an important role in explaining history of the Regent's Canal.

The main objectives of the Canal & River Trust are to preserve, protect, operate and manage inland waterways for public benefit and this specifically includes promoting and facilitating learning and education about inland waterways, their history, development, use, operation and cultural heritage.

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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

The proposed signs fully comply with these objectives and are consistent with similar signage in other sensitive locations such as World Heritage Sites where the Trust has successfully obtained advertisement consent.

The proposed signs provide specific information relating to the Regent's Canal and therefore need to be sited adjacent to the canal. There are also no other signs within the immediate vicinity of the proposed locations which provide similar information at towpath level.

In specific regard to the location of the proposed signs, the locations have been carefully selected in order to:

- a) comply with the requirements of the landowner (Argent);
- b) avoid causing an obstruction or hazard to canal and towpath users (the narrow width of the towpath significantly limits suitable alternative locations);
- c) avoid damage to historic buildings and structures;
- d) minimise visual impact by ensuring the profile (depth and form) of the signs is reduced as far as possible; and
- e) avoid harm to the character and appearance of the conservation area.

The signs are required to inform members of the public that the Canal & River Trust is responsible for the management and maintenance of the canal (as opposed to Argent who operate the King's Cross development) and the approach taken in this regard seeks to minimise clutter and a proliferation of signage by combining the information about the Canal & River Trust with relevant and educational information pertaining to the Regent's Canal. King's Cross is a high-profile location and the installation of signage here would also help to promote and raise awareness of the Canal & River Trust, which relies on public support to fulfil its charitable objectives.

The proposed signs contain information which is unlikely to change in the near future although the content will be kept under review to ensure it remains relevant.

The signs will be manufactured from a high-quality aluminium composite, which differs from the temporary material used during the previous signage trial. The material proposed is considered appropriate in terms of quality and durability and is therefore ideally suited to this location and use in the manufacture of permanent signage.

The proposed signs are not considered to cause harm to the visual amenity of the Regent's Canal or the character and appearance of the designated Conservation Area, which itself is a colourful, varied and busy urban environment, characterised by a mix of modern and historic buildings, structures and materials.

In relation to the proposed stencils in front of Granary Square Steps (Reference 3), the Trust has taken into account the comments made by the Regent's Canal Conservation Area Advisory Committee and has changed the case of the lettering to reduce the visual profile of the stencils. Additional viewpoints have also been provided to help to demonstrate the scale and limited visual impact of the stencils.

The stencils will be applied using a thermoplastic material which is more durable than alternative solutions such as spray paint and can be easily applied to, and removed from, the canal edge. The Trust will ensure that the stencils continue to be maintained following installation in response to the Regent's Canal Conservation Area Advisory Committee's concerns regarding future maintenance.

The purpose of the stencils is to inform and direct canal users. There are no signs within the immediate vicinity of the proposed location to inform visitors that they have arrived at the Regent's Canal. The Trust is also keen to highlight the proximity of nearby destinations such as the Olympic Park or Camden Lock and

to encourage visitors to use the canal and towpath as a means to walk, cycle or navigate to these destinations.

The Trust is seeking to display the proposed bridge signs and stencils on a permanent basis but would consider a temporary consent for a minimum period of 36 months providing that the Council is able to provide appropriate justification as to why a shorter duration is required.

The Trust has worked hard to address all concerns raised during the course of this application and believes that the proposed signage complies with the requirements of the National Planning Policy Framework, National Planning Practice Guidance and Camden Planning Guidance on Advertisements and Design. The proposed advertisements are not considered to cause harm in terms of amenity or public safety and the Trust maintains that advertisement consent should be granted.

I trust that this additional justification will assist in the determination of the application, however, should you have any further questions, please do not hesitate to contact me.

Yours sincerely,

Lewis Bankes-Hughes

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Delivery Planner