

This is a detailed site plan of Granary Square in London. The proposed development is highlighted with a thick red rectangular border. The plan shows the layout of the square, including the 'Granary Square Fountain' and 'Granary Square Steps'. To the north is the 'Coal Drop Yard' and to the east is the 'Regeneration House'. The 'Grand Union Canal' and 'Regent's Canal' are shown to the east of the square. The 'Coal Office' and 'View Point' are located to the south of the square. The 'Goods Way' is a road running along the bottom of the square. The 'Canary Street Natural Park' is located to the southwest. Elevation markers are provided at several points: 24.1m, 24.9m, 23.2m, and 24.3m. The plan also shows the 'College of Art and Design' to the north and the 'P. Busby' area to the southeast.



Photograph 1 -Granary Square steps



Photograph 2 - Granary Square Bridge



Photograph 3 – Granary Square steps and bridge -with montage of sign on bridge and stencil on floor

<b>Delegated Report (Members Briefing)</b>	<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>29/09/2020</b>
	N/A / attached	<b>Consultation Expiry Date:</b>	N/A
<b>Officer</b>		<b>Application Number(s)</b>	
Raymond Yeung		2020/3464/A	
<b>Application Address</b>		<b>Drawing Numbers</b>	
Granary Square Bridge and canal-side adjacent to Regent's Canal. London N1C 4PQ		Refer to Draft Decision Notice	
<b>Proposal(s)</b>			
Display of 3 no. non-illuminated advertisements on Granary Square bridge and towpath for a temporary period of 6 months			
<b>Recommendation(s):</b>	<b>Grant Advertisement Consent</b>		
<b>Application Type:</b>	<b>Advertisement Consent</b>		
<b>Consultations</b>			
<b>Summary of consultation responses:</b>	There have been no neighbouring responses at time of writing.		

**CAAC/Local groups comments:**

Regent's Canal Conservation Area Advisory Committee Objects for the following reasons;

- *No approach has been made to this CAAC for its observations*
- *Intrusive advertisements that are proposed to be attached to the bridge*
- *A previous temporary consent was granted in 2016 (2016/5814/A)*
- *We don't think that the little-publicised trial in 2016 should count as grounds for granting a more permanent consent.*

**Officer's response:** There is no statutory requirement to advertise or consult on advertisement applications – however the Council's determination process for advert applications allows time for comments and feedback. Revisions have been made to the submission since the comments were received to make the consents temporary. For assessment of design and location see paragraph 2.2 to 2.8 below.

### Site Description

The site in question is adjacent to the Regent's Canal at Granary Square in King's Cross. The sign locations are on the Granary Square Bridge abutment and on the towpath edge at the base of the Granary Square steps. It is within the Regent's Canal conservation area adjacent to the listed Coal Drops building. The area is very active amongst canal path users and passers-by.

### Relevant History

The below are the most relevant applications relating to adverts in this area:

**2016/5814/A** - Display of 10 x non-illuminated signs at various locations along the Kings Cross Central section of the Regents Canal towpath for temporary period of 6 months.- **Granted 28/10/2016**

### Relevant policies

**National Planning Policy Framework 2019**  
**London Plan - Intend to Publish Version 2019**

**London Borough of Camden Local Plan 2017**

A1 - Amenity  
D1 - Design  
D2 - Heritage  
D4 - Advertisements

**Camden Planning Guidance 2018 (as amended)**

CPG – Advertisement  
CPG – Amenity  
CPG1 – Design

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

**Regent's Canal Conservation Area Appraisal and Management Strategy -Adopted 11 September 2008**

## Assessment

### 1. Proposal

1.1 The proposed signs are as follows;

- Granary Square towpath adjacent to Steps - Stencils - Sign 3 - Single colour thermoplastic applied to coping stone using pre-made stencil
- Granary Square Bridge - Before & After - Sign 4 - 3mm printed dibond aluminium composite affixed to wall using suitable adhesive
- 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

1.2 The proposed signage provides wayfinding information whilst also increasing public awareness of the Canal & River Trust. The stencils adjacent to Granary Square Steps also provide an innovative but relatively unobtrusive approach to wayfinding by providing distances to key destinations on the canal network for pedestrians, cyclists and boaters.

1.3 Following officer advice, the proposals were amended to remove initial proposals for a mural beneath Granary Square Bridge mounted to freestanding wooden frame with concrete feet. The original application also sought permanent advertisement consent for the proposals, but this has been changed to temporary permission as officers raised a concern about the impact of permanent signs on the sensitive canal-side setting and the potential for adding long term visual clutter (see section 3 below).

### 2. Assessment

2.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2.2 The principal considerations material to the determination of the application are:

- a. Visual amenity – the design and impact of the proposal on the property and wider streetscene; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- b. Transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

#### A. Visual amenity

2.3 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden, which integrates into its surroundings. Policy D2 sets out how the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.

2.4 Policy D4 (Advertisements) confirms that the Council will support advertisements that preserve or enhance the character and amenity of conservation areas and heritage assets, but will resist advertisements that contribute to an unsightly proliferation of signage in the area, to street clutter in the public realm, or which cause light pollution to nearby residential properties. It states:

*“Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.”*  
(Paragraph 7.82 – policy D4).

2.5 The Regent’s Canal Conservation Area Appraisal and Management Strategy states the following;

*Advertisements*

*Some signage to identify the entrances to the canal will be required but this should be of an appropriate design, which respects the character of the canal.*

*A proliferation of signage, even of an appropriate design, would be considered damaging to the character of the conservation area. This would include the proliferation of signage on street furniture.*

2.6 A previously approved advertisement consent 2016/5814/A included a greater number of signs in the same place with similar design, size and nature for a temporary period of 6 months. Following heritage and planning officer concern about the principle of permanent signs, the application has been changed to a temporary consent and the large mural removed from beneath the bridge. The remaining signs are sensitively designed, with the historic information signs 4 and A4 carefully shaped to fit within the size and shape of the bridge.

2.7 Sign 3 is for directions stencilled onto the coping along the edge of the canal and is considered to be low key in appearance and of suitable quality to preserve the character of the area. It is therefore considered appropriate in design and as the only advertisements of this nature in this area it would contribute to a proliferation of signage.

2.8 Therefore with the above taken into consideration, the temporary nature, design, scale and appearance of the proposed advertisements is considered appropriate to the urban canalside context and would not harm the visual amenity or historical significance of the canal corridor or the Regent’s Canal Conservation Area.

2.9 Special regard has been attached to the desirability of preserving or enhancing the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013. The proposed signs are considered not to have a significant impact on the character and appearance of the surrounding conservation area.

## **B. Transport and public safety**

2.10 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn’t an adverse impact on the highway network, the public footway and crossover points.

2.11 The size, angle and direction of the proposed advertisements are considered to not be harmful to pedestrian nor vehicular/boat traffic and would be unlikely introduce any undue distraction or hazard in public safety terms. They are considered appropriate in terms of their size, design and content and would not be harmful to impede upon the safe operation of the canal.

2.12 The proposals therefore raise no public safety concerns.



### **3. Recommendation**

3.1 It is recommended that advertisement consent be granted subject to the standard advertisement conditions a temporary display condition of 6 months.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members' Briefing panel on Monday 5th October 2020, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***



Application ref: 2020/3464/A  
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Date: 28 September 2020

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Mr Lewis Bankes-Hughes  
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# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Granary Square Bridge and towpath adjacent to Regent's Canal.**  
**London**  
**N1C 4PQ**

#### Proposal:

Display of 3 no. non-illuminated advertisements on Granary Square bridge and towpath for a temporary period of 6 months.

Drawing Nos: 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 A4 Plan and Elevation (CNSD20-KC-DWG-004-PL-01 Rev. C), Visualisations for Proposed Canal & River Trust Signage at Granary Square Steps and Granary Square Bridge, Kings Cross received 9.9.2020

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The advertisements hereby permitted are for a temporary period only and shall be removed on or before 05/04/2021.

Reason - To protect the visual amenity of the building and wider area

Informative(s):

1

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

**DRAFT**

**DECISION**