

Application ref: 2020/4768/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Unit 1 Coal Drops Yard
Kings Cross
N1C 4DQ**

Proposal: Relocation of existing internally illuminated hanging sign (Stable Street), installation of 1 x internally illuminated hanging sign (Viaduct level), installation of 1 x internally illuminated letters on archway sign (Yard Level), replacement of column sign with 1 x internally illuminated projecting sign (Yard Level) and installation of 1 x internally illuminated way finding sign within existing stairwell (Yard Level).

Drawing Nos: A2/A214689 Rev4, A2/A-216832 Rev2, A2/A216841 Rev2, A2/A216834 Rev2, A2/A214690 Rev4, A2/A216840 Rev1, A2/A216844 Rev1, cover letter dated 15/10/2020, Heritage Statement parts 1-6

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 This application seeks consent for external signage on the Grade II listed Eastern Coal Drops building within Coal Drops Yard. The current proposals seeks to make some minor alterations to the signage that was previously approved under reference 2020/4768/A as well as install 3 additional signs at the site, each are discussed in turn below.

The re-location of the existing hanging sign in left hand archway of Stable Street forward to increase visibility, is considered acceptable. The sign would be fitted to the existing metalwork above, using an extension bracket to the existing beam which removes the need for the sign to be attached to brickwork, which is welcomed and would ensure no harm is caused to the character of the host building or the surrounding area.

The proposed sign in the left hand archway of the yard level entrance has been re-designed to fit within the existing archway which is acceptable. The re-design has also removed the need for the sign to be attached to brickwork, which is welcomed. Similarly, the removal of column sign between two arches at yard level

and replacement with a single projecting blade sign would be in keeping with signage at viaduct level above and is considered acceptable.

The proposed installation of a hanging sign in the left hand archway to stairwell at viaduct level and removal of an existing column sign would match the existing hanging sign in the Stable Street archway, which is in keeping with the architectural character of the building and would not have a significant impact on the appearance of the wider area.

CPG Advertisements guides that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located and the method of illumination (internal, external, lettering etc.) should be determined by the design of the building. Whilst internally illuminated signage is often not considered to be acceptable, this is a unique building and it is considered that the proposed signage would respect the host building. Furthermore, the signs form part of a wayfinding strategy for Unit 1 (the anchor tenant) and therefore differ to standard signs on shopfronts. The illumination is a key part of the wayfinding strategy.

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.

Special regard has been attached to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 of the 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 policies A1, D2 and D4 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.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer