

Application ref: 2022/4231/A
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Date: 23 November 2022

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Haworth Tompkins
33 Greenwood Place
London
NW5 1LB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Kings Cross Central
Plot P2
London
N1C 4BW**

Proposal:

Display of internally illuminated letter signage at ground floor level.

Drawing Nos: 1747-HT-P-0001, 1747-HT-P-101, 1747-HT-P-003, 1747-HT-E-001, 1747-HT-S-001, 1747-HT-L-001, 1747-HT-SK-001, 1747-HT-SK-002

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 Reasons for granting consent-

The proposed signage is considered acceptable in terms of its size, position and method of illumination and does not appear out of proportion with the ground floor treatment of the host building. The signage is considered modest, providing an appropriate entrance into the new theatre and arts space at lower ground level, and is considered to comply with Camden's planning guidance on signage. Overall, the proposed signage would not harm the architectural design of the host building or the character and appearance of the Regent's Canal Conservation Area and is therefore considered acceptable.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer