

Patrick Marfleet
Regeneration and Planning
London Borough of Camden
5 Pancras Square
N1C 4AG
London

10 February 2023

Dear Patrick,

York Way, King's Cross, London, N1C 0AZ
Application for Temporary Advertisement Consent, Granary Building, King's Cross Central

On behalf of King's Cross Central General Partner Limited (KCCGPL) please find enclosed an application for Advertisement Consent for the temporary display of non-illuminated advertisements on construction hoardings on York Way. The submission comprises:

- This covering letter;
- A signed and dated application form;
- Site location plan with proposed advertisement locations;
- Proposed concept artwork;
- A receipt for the £462 as payment of the application fee

The proposal

The proposals comprise non-illuminated, diabond fixed to construction hoarding using a mix of graphics, photos and text, specifically related to the launch of 'Author', the BtR offering on the Triangle Site, King's Cross. The launch is proposed to be later this Summer.

Consequently, the application is for a temporary period to December 2023, to cover the latest date at which the last adverts are likely to be removed. Full details of the

proposals, including the scale, location and nature of the artwork, are contained within the application forms and plans/elevations submitted with this application.

The scale of the advertisements proposed are proportionate to the development site and will improve the amenity of the immediate area, providing visual interest and communicating information about the forthcoming launch. The advertisements will only be temporary and feature on the construction hoarding which is already in place to provide safety and protection to the public throughout the development. Consequently, any impact as a result of the advertisements to the character of the area will be of a temporary nature. Against this background, we consider the proposals to be in accordance with the development plan and guidance on hoarding advertisements published in the Camden Planning Guidance: Advertisements (2018).

This proposal has been developed through discussion with planning officers at the London Borough of Camden and colleagues here at Argent. We trust that you have sufficient information to validate and determine this application. If you have any queries or require any further information, please do not hesitate to contact me.

Yours sincerely,

Joshua Steer
Planning Manager