

Application ref: 2023/1576/A
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Date: 12 October 2023

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Various streets between Kings Cross St Pancras and Euston Stations
London**

Proposal:

A series of vinyl's, banners and directional signs to aid wayfinding between Euston, St Pancras and Kings Cross Stations

Drawing Nos: Application packs labelled: Phase 1, CLIENT: King's Cross & St. Pancras Business, PROJECT: London, NW1 3ER, 4404 (SO2789) - Rev A, Dated 17/03/2023; Phase 2, CLIENT: King's Cross & St. Pancras Business, PROJECT: London, NW1 3ER, REFERENCE: SO 4404 - Rev H
DATE: 06/09/2023

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 permission/consent-

The application is for the display of forty-four wayfinding signs situated at various sites between Kings Cross & St Pancras and Euston Stations. The signs promote two alternative walking routes between Kings Cross & St Pancras and Euston Stations. The campaign's aim is the promotion of travel by foot in a better environment which is less polluted than walking down Euston Road.

The proposal is to place five bollard wraps, one window vinyl and six totem stickers, immediately outside Kings Cross Station and six banners, two at Argyle Street, one at Midland Road and four on Eversholt Street. Four column signs at Euston Station and twenty four lamppost trays along Phoenix Road, Eversholt Street, Brill Place, Midland Road, Bidborough Street, Flaxman Terrace, Duke's Place, Woburn Walk and Upper Woburn Place. There are a number of listed buildings on the route, but the setting of these listed building will not be impacted by any of these signs owing to the size, position of the signs and their detailed design. A very similar proposal to the northern route (Phase one) has been

approved under a number of temporary consents, but Phase two adds new signs to the route. Phase One advertisements will replace those previously approved.

None of the signs are internally or externally illuminated, using the light from the street lampposts for illumination. There are no amenity or safety concerns regarding the placement of these signs.

The works would preserve the character and appearance of the Kings Cross and St Pancras conservation area and would not cause harm to the surrounding residential area. The proposals are considered to be acceptable.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the 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, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017, 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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer