

Application ref: 2023/5111/A  
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JFK BUSINESS SERVICES  
67 TYLECROFT ROAD  
LONDON  
SW164BL

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Great Northern Hotel**  
**Pancras Road**  
**London**  
**Camden**  
**N1C 4TB**

Proposal:

Display of illuminated entrance sign and entrance menu case.

Drawing Nos: 2406\_AC\_001; 2406\_AC\_002; 2406\_AC\_003; 2406\_AC\_004;  
2406\_AC\_005; 2406\_LP\_001; External Menu and Rails Signage document (x 7 pages).

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.

- 6 The illumination of the menu case and the entrance sign shall not exceed 20 and 50 candelas per square metre respectively in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015.

Reason: To ensure that the advertisement does not harm the character and appearance of the street scene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

#### Informative(s):

- 1 Reasons for granting advertisement consent

The Great Northern Hotel, completed in 1854, was designed by Lewis Cubitt.

The building is Italianate in style with classic detailing. The hotel was built on a curved plan form, 5-storeys plus attic, directly reflecting the original alignment of the Old St Pancras Road to the west which was straightened out shortly after the hotel was completed.

The hotel is situated between King's Cross Station (opened 1852) and St Pancras Station (opened 1865-69); two of the finest examples of British railway architecture. The hotel, along with the station buildings and St Pancras Chambers (opened 1868-76), comprise a striking group of buildings which demonstrate the significance of rail travel in the Victorian age and help define the heritage value of the area.

The site is located within the King's Cross/St Pancras Conservation Area. The hotel building, itself, is listed Grade II.

This application seeks approval to display one internally illuminated entrance sign and one internally illuminated entrance menu case. It is noted that internally illuminated signs are not normally acceptable within a conservation area or listed buildings; however, in this particular instance, the signs would have suitably low luminance levels (a maximum of 20 cd/m<sup>2</sup> for the menu case and 50 cd/m<sup>2</sup> for the entrance sign) and they are considered appropriate in terms of their size and location in a highly prominent location on a Grade II listed building.

The proposed signage is therefore considered to be acceptable in terms of its size, design, colour, materials, position and methods of fixing and illumination as well as luminance levels.

Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building. As such, the proposal is considered to be acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

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

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

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.](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 'DP', is centered on the page.

Daniel Pope  
Chief Planning Officer