

Application ref: 2024/2927/A  
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Date: 30 August 2024

**Development Management**  
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DGA Architects  
Studio 2.05 Food Exchange  
new covent garden market  
London  
SW8 5EL  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Building T2-T3**  
**Building Zone T**  
**Kings Cross**  
**N1C 4BD**

Proposal: Display of 3no. illuminated projecting signs and 3no. illuminated panel signs  
Drawing Nos: Site Location Plan 2326 - 0001 P01, 2326 - 0201 P01, 2326 - 0101 P01,  
2326 - 0301 P01, 2326 - 2201 P01, 2326 - 2301 P01, 2326 - 2101 P01, 2326 - 3101 P01,  
2326 - 3102 P01, Design and Access Statement

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:

Advertisement consent is sought for the display of 3 internally illuminated projecting signs and 3 panel signs.

The projecting signs would be located below first floor level and given their size, would not dominate the elevation nor create visual clutter. The two panel signs would form part of the shopfront design and would not detract from the active frontage. They would be subordinate to the elevation. The use of internal illumination is acceptable here given the contemporary character of the building and the surrounding area.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers. The signs would not pose a safety risk to the public including highway users given their siting, scale and design.

No objections have been received prior to making this decision. The planning history of the site has been 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 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 2023.

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', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer