

Edward Hodgson  
Senior Planning Officer  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

1 November 2024

Dear Edward,

APPLICATION FOR ADVERTISEMENT CONSENT, 5 BEACONSFIELD STREET,  
(FORMERLY KNOWN AS PLOT R8), KING'S CROSS, N1C 4EW  
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
REGULATIONS 2007

On behalf of King's Cross Central General Partner Limited (KCCGPL) please find enclosed an application for Advertisement Consent in relation 5 Beaconsfield Street (formerly known as Plot R8), King's Cross.

Advertisement Consent is sought for:

"Installation of 12no. signs to the elevations of Plot R8, comprising 3no. internally illuminated signs; and 9no. non-illuminated signs"

The submission comprises:

- This covering letter;
- A signed and dated application form for Advertisement Consent (ref. PP-13428895);
- Submission material, prepared by Piercy & Co, comprising:
  - Site Location Plan (1:1250);
  - Block Plan (1:500);
  - Existing and proposed scheme drawings;
  - Design Statement.

- A receipt for the £235 payment of the application fee for Full Planning Permission and Advertisement Consent.

### **The site**

The site is located at the southern end of Beaconsfield Street and was formerly known as the Plot R8 development. The building fronts onto Beaconsfield Street to the west and Harrier Street to the north and east.

### **The proposals**

The building is nearing completion and the occupiers of the building are now known. Fora will be the main office provider, and there will be an on-site café, named Geoffreys. In order to aid wayfinding into both units, advertisement consent is sought for a series of new signs around the ground floor of the building.

The proposals have been developed through discussions with planning officers at the London Borough of Camden.

### **Assessment**

#### **Signage**

The proposals include new internally illuminated fascia signage to the main entrances of the office (named 'the Jellicoe') and the café (named 'Geoffreys'). Geoffreys would also have a new internally-illuminated projecting sign. All other signage is non-illuminated. The proposed signage is considered to appropriately take into account the provisions of the development plan for Camden. It would not lead to a proliferation of signage or street clutter within the public realm; to the contrary, it would serve to provide the units' façade with clear signage that will ensure that the Jellicoe and the Geoffrey's café can be easily identified from key vantage points around the building and from the immediate surrounds by users and visitors alike. There would be no impact upon the amenity of the area as a result of the proposals.

The proposals therefore serve to preserve the character and amenity of the area and would not create issues in respect of public safety, in accordance with Regulation 3

of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Accordingly it is respectfully requested that Advertisement Consent be granted for these proposals.

We trust you have sufficient information to validate and determine this application, however, if you have any queries or require any further information, please do not hesitate to contact me.

Yours sincerely,

Doug Beasley  
**Planning Manager**