

Application ref: 2024/4810/A
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Mr Doug Beasley
4 Stable Street
King's Cross
London
N1C 4AB
UK

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

5 Beaconsfield Street
Beaconsfield Street South
London
N1C 4DF

Proposal:

Display of 12no. signs, comprising 3no. internally illuminated signs (1no. fascia, 1no. floor mounted and 1no. projecting) and 9no. non-illuminated signs (3no. plaques, 4no. projecting, 1no. fascia and 1no. logo)

Drawing Nos: Site Location Plan 13454 PCO ZZ RF DR A PO3 001, 13454 PCO ZA ZZ DR A P01 412 P01, 13454 PCO ZA ZZ DR A P01 413 P01, 13454 PCO ZA ZZ DR A P01 410 P01, 13454 PCO ZA ZZ DR A P01 411 P01, 13454 PCO ZA ZZ DR A P03 411 P01, 13454 PCO ZA ZZ DR A P03 412 P01, 13454 PCO ZA ZZ DR A P03 413 P01, 13454 PCO ZA ZZ DR A P03 410 P01, Cover Letter, 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:

This application relates to 5 Beaconsfield Street, formerly Plot R8, a recently constructed building within the Kings Cross Central development.

The proposal is for the display of 12no adverts across the four elevations of the building at ground floor, with 3no being internally illuminated and the others being externally illuminated. The application site is not within a conservation area nor located next to any listed buildings.

The adverts would be subordinate to the host building and would be sympathetic to its contemporary appearance. The larger fascia and projecting signs in particular would not dominate the elevations and would be located at an appropriate height, and the smaller plaques and floor mounted signs would not result in unnecessary clutter while also enabling wayfinding into the new building. The level and method of illumination is acceptable given the character and appearance of the host building and surrounding buildings in this part of Kings Cross.

The illumination would not have a significant impact on the amenity of neighbouring occupiers, nor would it impact on the safety of highway users by causing any hazards.

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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer