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London Borough of Camden  
Planning and Building Development  
5 Pancras Square  
King's Cross  
London  
N1C 4AG

**FAO: David Peres Da Costa**

30 April 2025

**Our ref: ANE/AJA/U0026747**

**Your ref: PP-13798374**

Dear Sir,

**Belgrove House, Belgrove Street, London, WC1H 8AA**  
**Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)**  
**Application for Advertisement Consent**

We write on behalf of our client, Eelam Properties Limited, to submit an application for advertisement consent at Belgrove House, Belgrove Street, London, WC1H 8AA (The 'Site').

Advertisement consent is sought for:

**"Installation and display of 9 non-illuminated hoarding advertisements measuring:**

**1.50m high by 37m wide along Euston Road;**  
**1.50m high by 11.5m wide along Belgrove Street;**  
**1.50m high by 18.5m wide along Belgrove Street;**  
**1.50m high by 13m wide along Belgrove Street;**  
**1.50m high by 10.8m wide along Belgrove Street and Argyle Street;**  
**1.50m high by 19.5 wide along Argyle Street;**  
**1.50m high by 6.1m wide along Argyle Street and Crestfield Street;**  
**1.50m high by 30.0m wide along Crestfield Street; and**  
**1.50m high by 28.0m wide along Crestfield Street.**

**For a temporary period until the end of June 2026."**

The proposed location of the hoarding is shown in the enclosed design document, prepared by Mace.

## **Background**

The advertisement hoarding is intended to advertise the building which is currently under construction as part of the redevelopment of the Site which was granted planning permission on 1 November 2021 (ref. 2020/3881/P) and later altered through a Section 73 application which was approved on 20 February 2023 (ref. 2022/1515/P). The construction of the Site has already commenced.

The Site is within the King's Cross/St Pancras Conservation Area and close to the boundary of the Bloomsbury Conservation Area.

The existing building is not included in the statutory list of buildings of special architectural or historic interest nor on any local list. There are a number of heritage assets in close proximity to the Site, including several Grade I listed buildings. These comprise St Pancras Chambers, King's Cross Station and the British Library. Additionally, there are a number of Grade II listed buildings nearby comprising The Great Northern Hotel, Number 1-8 Belgrove Street and Numbers 1-5 and 7-25 Crestfield Street.

Full planning permission (ref. 2020/3881/P) was granted at the Site on 01 November 2021 for the:

**"Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works."**

On 20 February 2023, planning permission was granted (ref. 2022/1515/P) for the:

**"Variation of condition 2 (approved drawings) of planning permission 2020/3881/P granted 01/11/2021 for the 'Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works';**

**NAMELY, minor design changes to external façade treatment and Euston Road entrance; changes to cycle store entrance at ground floor and public realm; internal alterations to layout across various floors; and changes to PVs and plant layout at roof"**

Other non-material amendments and various applications to discharge conditions have also been approved at the Site.

## Planning Policy Context

Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 requires that local planning authorities control the display of advertisements only in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

To this effect, the proposed works have been designed in accordance with policies of the National Planning Policy Framework (NPPF) published in (December 2024) and the relevant parts of the London Borough of Camden development plan, which comprises the London Plan (2021) and the Camden Local Plan (2017).

Camden Local Plan Policy D4 requires advertisements to **"preserve or enhance the character of their setting and host building"** and to **"respect the form, fabric, design and scale of their setting and host building"**.

Paragraph 1.20 of Camden Planning Guidance ("CPG") on Advertisements (2018) states that hoarding

advertisements will be considered acceptable if an area has a mix of uses or is predominantly commercial in use, where the advert relates satisfactorily to the scale of the host building or feature and its surroundings.

Camden consulted on a draft new Local Plan from 17 January to 13 March 2024 and is expected to publish an updated version of the Local Plan for further consultation in Spring 2025. The emerging Local Plan currently holds no weight.

## **Proposals and Planning Assessment**

In conjunction with the granting of Full Planning Permission (ref. 2022/1515/P), it is proposed to display advertising signage on specific sections of the construction hoarding around the Site to advertise the redevelopment of the Site. It is proposed to install non-illuminated advertisement on Belgrove Street, Argyle Square Crestfield Street and Euston Road. It will replace the current hoarding design around the Site, which does not adequately promote the benefits of the Site.

The hoarding includes text quotes, pictures and marketing information advertising the approved development. The advertisement would not be illuminated. The proposed hoarding is detailed in full within the submitted hoarding design document that has been prepared by Mace.

The hoarding incorporates a colour scheme which is in keeping with the surrounding area, with high quality images, which will inform the local community of the benefits which will be coming forward as part of the approved office extension works.

The design of the advertisements seeks to advertise the redevelopment of the Site and is therefore proportional and reflective of the works taking place on site.

The proposed advertisements are considered to be sympathetic to its surroundings, utilising non-illuminated simplistic designs. The proposals do not harm the visual aesthetics or lead to a cluster of signage within the local area.

The proposed advertisements were presented to the Camden Working Group on 5 February 2025 and were received positively.

The scale of the proposed advertisement is in keeping with the surrounding area, in encompassing the Site and extending no higher than 1.50m from ground level, ensuring that the hoarding appears as an integral (albeit temporary) feature of the site whilst protecting any harm to pedestrian or vehicular safety.

It is anticipated that the advertisements will be in place until June 2026, in line with the anticipated construction programme. Once the temporary construction structure has been dismantled then the hoarding will also be removed.

In light of the above, the proposed advertising will cause no negative impact on amenity or safety and is therefore acceptable in principle.

## **Application Documentation**

In accordance with the validation requirements of the London Borough of Camden, alongside this Covering Letter, we hereby enclose the following documentation to discharge this condition:

- Application Form, prepared by Gerald Eve LLP;
- Hoarding Design Document, prepared by Mace.

## Summary

This approval of details application has been submitted via the Planning Portal. The requisite approval of details application fee of £648.00 (including the £70.00 Planning Portal service charge) has been made concurrent to the submission of this application by our client and will follow in due course.

We look forward to confirmation of the registration and subsequent validation of this approval of details application shortly. In the meantime, should you have any queries, please do not hesitate to contact Andrew Jackson (020 3486 3734) of this office.

Yours faithfully,

A handwritten signature in dark ink that reads "Newmark". The letters are cursive and slightly slanted to the right.

**Newmark**