

Miss Kate Holden  
JCDecaux UK Ltd  
991 Great West Road  
Brentford  
Middlesex  
TW8 9DN

Application Ref: **2012/1933/A**  
Please ask for: **Hannah Parker**  
Telephone: 020 7974 **3069**

30 May 2012

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:

**1-5 Kings Cross Bridge and 368-370 Grays Inn Road  
London  
N1 9NW**

Proposal:

Extension of the banner shroud around the eastern part of the site and temporary display for the period 29/05/12 to 29/07/13 of 2 x internally illuminated hanging signs on front elevation at first floor level.

Drawing Nos: Site Location Plan; Drawing No(s) (Prefix 00820-) 01, 02, 03, Proposed elevation : Kings Cross Bridge/ Pentonville Road; Existing Elevation Grays Inn Road/ Kings Cross Bridge; Proposes Elevation: Grays Inn Road/ Kings Cross Bridge; Existing Elevation Kings Cross Bridge/ Pentonville Road; Proposed Elevation Kings Cross Bridge/ Pentonville Road; Existing Elevation Grays Inn Road/ Kings Cross Bridge; Proposed Elevation Grays Inn Road/ Kings Cross Bridge; Existing Elevation Kings Cross Bridge/ Pentonville Road.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed shroud advertisement and incorporated internally illuminated



advertisements by reason of their size, height, location and method of illumination would be unduly dominant and would fail to preserve and enhance the character and appearance of the Kings Cross and St Pancras Conservation Area. It is therefore contrary to Core Strategy policy CS14 (Promoting high quality places and conserving our heritage) and policies DP24 (securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.

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