

Katy Mourant
Nathaniel Lichfield & Partners
14 Regents Wharf
All Saints Street
London
N1 9RL

Application Ref: **2016/3209/A**
Please ask for: **Seonaid Carr**
Telephone: 020 7974 **2766**

15 June 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Ground Floor Unit
Building P1
Development Zone P
King's Cross Central
London
N1C 4AB**

Proposal: Temporary (for a period of three years until 09 June 2019) display of lettering adjacent to fascia sign approved under 2016/1057/A.

Drawing Nos: KXC-LELI-DEPL-26-A-P01 Rev P01 and 106.28/432C

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 advertising consent.

The proposed internally illuminated lettering is in addition to the fascia sign approved under application 2016/1057/A and considered acceptable in the context of the previously approved scheme and on its own merits. The size, design, method of illumination and location would preserve and enhance the character and appearance of the host property and the conservation area. Furthermore, the proposal would not impact on neighbouring amenity nor would it be harmful to pedestrian or vehicular safety.

The site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 and of the London Borough of Camden Local Development Framework

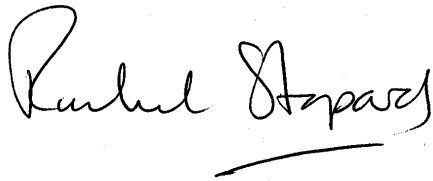
Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2016; and paragraphs 14, 17, 56-67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Supporting Communities