

Mr. Stephen Maginn
Conran + Partners
22 Shad Thames
London
SE1 2YU

Application Ref: **2016/3850/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

23 August 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 King's Boulevard
London
N1C 4BU

Proposal:
Display of 1x non-illuminated lettering sign to Pancras Road elevation.
Drawing Nos: Design & Access Statement; Heritage Statement; (2478(PL)) 084 Rev 01;
085 Rev 00; 086 Rev 01; 087 Rev 02; 088 Rev 00

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 permission.

The proposed non illuminated text sign is considered acceptable in terms of size, position and materials and method of fixing as it would respect the design, scale and fabric of the special architectural and historic interest of the host building. The sign would be comprised of individual pin mounted letters on the west elevation and is similar to the signage that existed before its use as a restaurant. Due to its modest size, materials and positioning it would not detract from the host building and would preserve and enhance the character and appearance of the Kings Cross Conservation Area. It is not considered harmful to the amenity of neighbouring occupiers nor would it be harmful to pedestrian or vehicle traffic, therefore, the proposal raises no public safety concerns.

The site's planning history was taken into account when coming to this decision. No representations were received as a result of consultation.

Special regard has been attached to the desirability of preserving the listed building

and its features of special architectural or historic interest, and considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Kings Cross St Pancras conservation area under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

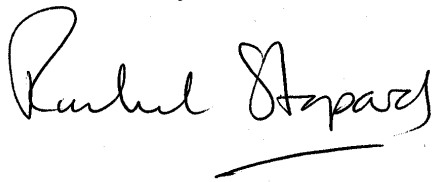
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and 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
Executive Director Supporting Communities