

Mr David Karran  
Ascot Signs  
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Maydown  
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Application Ref: **2016/4602/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

26 October 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**1 King's Cross Road**  
**London**  
**WC1X 9HX**

Proposal:

Display of 1x internally illuminated letters and logo sign to top floor level on Calthorpe Street return side elevation, and 1x internally illuminated letters and logo sign to top floor level on Cubitt Street elevation, 1 x internally illuminated vertical letters and logo sign from 4th to 6th floor level to Calthorpe Street elevation, and 1 x internally illuminated letters and logo sign mounted on railings at ground floor level on King's Cross Road.

Drawing Nos: Site Location Plan Rev2 (18/09/2016); Elevations, Sections, Detailed Signage, Photo Montage (4 pages) Rev 9 (26/10/2016).

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 Reason for granting advert consent:

The proposed internally illuminated letters and logo signs to top floor level on Calthorpe Street and Cubitt Street elevations, the internally illuminated vertical letters and logo sign from 4th to 6th floor level to Calthorpe Street elevation, and the internally illuminated letters and logo sign mounted on railings at ground floor level on King's Cross Road are considered to be acceptable in terms of their size, design, location and method of illumination. They form part of the hotel rebranding and are mostly replacing existing signage.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming

to this decision.

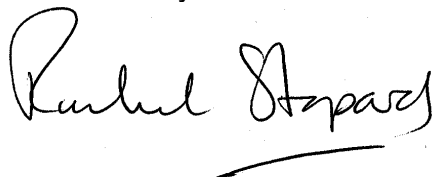
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

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