

Ms Kathrine Hestenes Borresen
Superfutures
51 Calthorpe Street
London
WC1X0HH

Application Ref: **2016/4361/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

13 December 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 an internally Halo illuminated Lettering sign affixed to undercroft, an internally Halo illuminated projecting sign, an internally illuminated menu box and 5 x non-illuminated awnings to Calthorpe Street elevation.

Drawing Nos: Site Location Plan; Block Plan; RevB: [21.12.2015] Other Existing Signage, Proposed Fascia Sign; 4 x Photos; [CP02_403] A RevD, B RevE, C RevF ; 2 x Photo Montage.

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 permission:

The proposed internally Halo illuminated lettering sign and projecting sign, the internally illuminated menu box and 5no non-illuminated retractable awnings, all to Calthorpe Street elevation, are considered acceptable in terms of size, design, location and method of illumination. They will preserved and enhance the appearance and character of the host building and the streetscape.

The proposed awnings are to be fed through the upper part of the window and will therefore retract internally, leaving the architectural design of the lower part of the building unobscured and free from clutter that would otherwise be added byway of awning mechanism.

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.

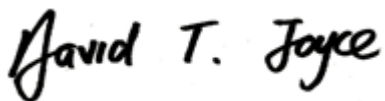
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies the London Plan 2016 and the National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities