

13 January 2017

**VIA PLANNING PORTAL**

Head of Planning  
Development Management  
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Dear Sir / Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT**

**KINGS CROSS KIOSK, KINGS CROSS, PANCRAS ROAD, LONDON, N1C 4TB**

**PLANNING PORTAL REF. PP-05751281**

Savills is instructed by Pret A Manger (Pret) to submit an application for advertisement consent relating to Kings Cross Kiosk, Kings Cross, Pancras Road, London.

Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Various drawings:
  - Dwg. 02.2.(Existing Shopfront Elevations External);
  - Dwg. 02.3.1(Proposed External Elevation); and
  - Dwg. 02.3.2 (Detailed Signage).

A cheque for £110.00 will follow under separate cover given this submission via the Planning Portal.

**Proposals**

The proposals seek advertisement consent for the installation of two internally illuminated fascias. The proposed signs, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of an improved external appearance to the commercial kiosk, to allow the beneficial occupation by Pret. It should be noted that all other signs as showed on the submitted drawings, benefit from advertisement consent (ref.2016/4685/A).

**Assessment**

The National Planning Policy Framework (NPPF) (March 2012) and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed signs.

*Amenity*

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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The signs are all of a high standard of design in keeping with the character of the location along Pancras Road and Kings Cross Square and its wider Kings Cross St Pancras Conservation Area setting. The signs are considered well scaled and located on an area of the kiosk, designed to accommodate such signage. The signs are not therefore excessive or obstructive and the materials used are in keeping with, and complementary to, the local surroundings. The proposed signs reflect others which have the benefit of consent currently in situ in Kings Cross St Pancras, for instance application (ref:2015/3287/A) which relates to the nearby unit Duddle', advertisement consent was granted for 1 internally illuminated fascia sign..

The internal illumination of the signs are considered entirely appropriate in this location, where a mixture of illuminated and non-illuminated signs are evident. Therefore, the proposals and the means of illumination are considered acceptable within the context of the kiosk building.

The proposed signs accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the NPPF. In particular, the proposed signage would not cause harm to the character of the building or area, therefore satisfying Policy CS2 (Growth Areas), Policy CS5 (Managing the Impact of Growth and Development), Policy CS9 (Achieving a Successful Central London), Policy CS14 (Promoting High Quality Places and Conserving our Heritage) of the Core Strategy and Policy DP24 (Securing High Quality Design), Policy DP25 (Conserving Camden's Heritage), and Policy DP30 (Shopfronts) of the Camden Development Policies.

#### *Public Safety*

The location of the signage is not considered harmful to either pedestrian or vehicular traffic given the subtle lighting and appearance in this pedestrianised area of Kings Cross. Being on the northern end of the kiosk, the signage is not visible from Euston Road (A501) and visibility to vehicles travelling south along Pancras Road restricted given the taxi rank structure. In any event, vehicles are travelling at low speeds and the static halo and internal illumination will not distract drivers. The proposal therefore raises no public safety concerns.

#### **Summary**

The proposal is for the sensitive installation of signs to the commercial kiosk to facilitate Pret's occupation. The proposed fascia sign is not detrimental to the visual amenity of the building or area and does not impose any harm on public safety, satisfying the aforementioned policies of the development plan.

The proposed signage is situated in an area which is characterised by commercial uses and the active transport hub. The proposals will not result in detriment to the character and appearance of the kiosk or the surrounding commercial area, and will ensure that the appearance is sympathetic to the Kings Cross St Pancras Conservation Area.

The proposals are therefore considered compliant with the necessary regulations, national and development plan policies and it follows that there is full justification for approval of the application and the grant of advertisement consent.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A large black rectangular box used to redact the signature of the sender.



**Rhys Govier**  
Senior Planner

Enc. As above