

Mr Rhys Govier
Savills
12 Windsor Place
Cardiff
CF10 3BY

Application Ref: **2017/0194/A**
Please ask for: **Charles Thuaire**
Telephone: 020 7974 **5867**

22 February 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**'Egg' ventilation shaft to front of King's Cross Station
Kings Cross Square
Euston Road
London
N1C 4TB**

Proposal:

Display of 2 sets of internally illuminated lettering to fascia of kiosk.

Drawing Nos: Site Location Plan; [PM026] 02.2 RevC (existing), 02.2 RevD (proposed), 02.3.2 RevB.

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 consent.

The proposal is a variation to the previously approved and existing centrally placed fascia sign here (ref 2016/4685/A). It is considered that 2 sets of letters on either side of the existing one would be more visible and thus more useful than the current fascia sign in attracting customers from the square and taxi-rank on the east and west sides of the kiosk. It would not add further harmful visual clutter to the square.

The halo-lit fascia lettering is considered appropriate in size, design, method of illumination and location and will not harm the appearance of the 'egg' shaft, the character of the station square and conservation area, or setting of the adjoining listed station. It will not harm pedestrian and vehicular safety.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, and

to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

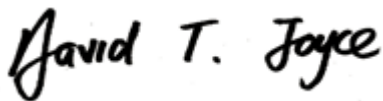
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, and policies D2 and D4 of the Camden Local Plan Submission Draft 2016.

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