

SM Planning
80-83 Long Lane
London EC1A 9ET

Application Ref: **2018/2165/A**
Please ask for: **Charles Thuaire**
Telephone: 020 7974 **5867**

10 July 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:

**Kings Cross Square
Euston Road
London N1C 4TB**

Proposal: Display of two internally illuminated digital media screens (4m high x 27m wide and 6.5m high x 60m wide) on circular and oval ventilation shafts respectively .

Drawing Nos: Design and Access Statement by Urban Vision; cover letter by SMPlanning dated 9.5.18; TfL letter dated 29.3.18; 1 site location plan, 2 site plan, 3 aerial view, 4 existing elevation, 5 existing plan, 6 existing elevation, 7 existing elevation, 8 proposed plan, 9 proposed elevation, 10 proposed elevation, 11 proposed elevation, 12 details, 13 details, 14 (rev01) visualisations, 15 (rev01) visualisations

The Council has considered your application and decided to **refuse** advertisement consent for the following reason:

Reason for Refusal

- 1 The proposed 2 display screens, by reason of their size, locations, design and method of illumination, would be detrimental to the appearance of the host structures and Kings Cross Square, the character and appearance of the Kings Cross Conservation Area and the setting of the adjacent listed buildings (Great Northern Hotel, Kings Cross Station and St Pancras station), contrary to policies D1 (design), D2 (heritage) and D4 (advertisements) of the London Borough of Camden Local



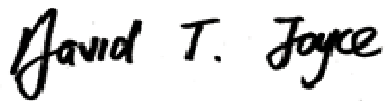
Plan 2017.

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 about 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
Director of Regeneration and Planning