

Application ref: 2018/0221/A
Contact: Matthias Gentet
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Date: 31 October 2018

Development Management
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Eugene Regan
1 Fairwater Drive
Addlestone
KT15 3LP

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused and Warning of Prosecution Action to be Taken

Address:

**Kiosk to the front of Kings Cross Station
Kings Cross Square
Euston Road
London
N1C 4AL**

Proposal:

Display of 2 x internally illuminated LED digital screens to both sides of existing kiosk.
Drawing Nos: Block Plan; Site Location Plan; 13-189-01 revF - Proposed Detailed Signage, Elevations, Sections; 13-189-01 revF - All Proposed Elevations.

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

Reason(s) for Refusal

- 1 The LED internally illuminated digital advertisement screens, by virtue of their size, prominent siting and method of illumination would be unduly dominant and would result in visual clutter in the streetscene, failing to preserve or enhance the character and appearance of the Kings Cross St Pancras Conservation Area and harming the setting of the adjacent Grade I and Grade II listed buildings contrary to policies A1, D2 and D4 of the 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 paragraph 38 of the National Planning Policy Framework 2018.

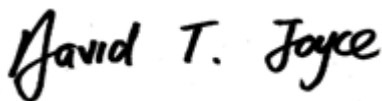
WARNING OF INTENTION TO COMMENCE PROSECUTION PROCEEDINGS

The Council has authorised the Director of Law and Administration to start prosecution proceedings in the Magistrates Court to secure removal of these advertisements.

The Council is prepared to allow you a period of **14 days** from the date of this letter in order to remove the advertisements. If the advertisements have not been removed during this period, the Borough Solicitor will be instructed to start proceedings.

I must warn you that the display of such advertisements without the benefit of advertisement consent is a criminal offence pursuant to Section 224 of the Town and Country Planning Act 1990. The maximum fine for such an offence is currently £2500, and in the case of a continuing offence, £250 for each day which the offence continues after conviction

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

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.