

Application ref: 2019/5115/A
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Savills
33
Margaret Street
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W1G 0JD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**1-5 King's Cross Bridge
London
N1 9NW**

Proposal: Display of 1 x internally illuminated street number sign.

Drawing Nos: Building signage document ref: 1209-LAT-ZZ-XX-RP-00013 & Dwg no. 410-02B

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 advertisement consent:

The proposed display of a new internally illuminated street number sign is considered to be acceptable in terms of its size, siting, design, colour, materials and luminance levels. The proposed fascia sign would be made up of a GRC panel with PPC metal, grey brown, numbering (RAL 8019) measuring 810mm (w) x 286mm (h) x 100mm (d). It would read "368" and would be backlit with LEDs with a luminosity level of 63cd/m².

The advertisement is considered to respect the sensitivity and historic nature of the Kings Cross St Pancras Conservation Area and would not harm the character and appearance of the subject building or obscure or damage specific architectural features of buildings.

The sign would not have any adverse impact on the neighbouring amenity given the sign's low level position on an established commercial parade and would not significantly project from the building (100mm), nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision. Special regard has been attached to the desirability of preserving or enhancing the conservation area, under s.72 of the Planning

(Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2019.

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer