

Application ref: 2019/5976/A  
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Date: 8 April 2020

**Development Management**  
Regeneration and Planning  
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Mrs Sara Humphries  
B3 Mucklestone Business Park  
Eccleshall Road  
Market Drayton  
Shropshire  
TF9 4FB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

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

Proposal:

Installation of two internally illuminated fascia signs and vinyl graphics on kiosk shopfront.  
Drawing Nos: Design and Access Statement dated 5.11.19, location plan, RWST-S5374 A  
(elevations, revised 10.3.20), RWST-S5374 (floorplans)

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 signage as now revised involves only the installation of 2 fascia signs with internally illuminated letters, plus vinyl graphics and applied film on the shopfront.

The fascia signs and vinyl graphics are considered appropriate in size, design, method of illumination and location. They will not harm the appearance of the ventilation 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 of 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.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with 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