

Application ref: 2018/3344/A  
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**Development Management**  
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Miss Lina Stanionyte  
The Big Chill  
257-259 Pentonville Road  
London  
N1 9NL

Dear Sir/Madam

## **DECISION**

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

### **Advertisement Consent Refused**

Address:  
**257-259 Pentonville Road**  
**London**  
**N1 9NL**

Proposal: Display of 1x non-illuminated painted mural sign 4m x 2.35m to flank elevation facing west.

Drawing Nos: EL\_01 RevA, EL\_02 RevA

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

#### **Reason(s) for Refusal**

- 1 The proposed advertisement by reason of its size, scale and location on a prominent elevation of a building which is Grade II listed would harm the character and appearance of the host building, the streetscene and the wider Kings Cross Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the 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 2019.

You can find advice about your rights of appeal at:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name.

Daniel Pope  
Chief Planning Officer