
From: Sam Reed [REDACTED]
Sent: 18 March 2021 09:25
To: Dempsey, Matthew
Subject: Application Number: 2021/0248/A
Attachments: Appeal notification letter.pdf; APPEAL DECISION.pdf

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Application number: 2021/0248/A

Application type: Advertisement Consent for built-up letters with internal illumination mounted over existing fascia panel. 2 no. projecting signs. Built-up letters with internal illumination mounted at a high level.

Dear Matthew,

I would like to object to this application on behalf of the Kings Cross CAAC. A similar application was refused by the Council a couple of years ago, and then dismissed on appeal, I've attached the Appeal Decision of 13th December 2018.

The Inspector concluded that the proposed advertisements would have had an unacceptably harmful effect on the visual amenity of the area. They would fail to preserve or enhance the character or appearance of the KX CA. They would also be detrimental to the setting of the nearby listed buildings. He also observed that the proposals would conflict with Policies D1, D2, and D4 of the Camden Local Plan 2017. Amongst other things, the policies seek to ensure advertisements preserve or enhance the character of their setting and host building and heritage assets.

Best wishes,

Sam Reed
Chairman of the Kings Cross CAAC.