

Application ref: 2021/3782/A
Contact: Fast Track TC
Tel: 020 7974
Email:
Date: 23 February 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

WSP
WSP House
70 Chancery Lane
Holborn
London
WC2A 1AF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Great Northern Hotel
Pancras Road
London
N1C 4TB

Proposal:

Relocation of existing restaurant sign and hotel sign; display of 1x internally illuminated menu board and 1x non-illuminated sign

Drawing Nos: 2204_SL_001 REV B; 2204.EX.101 REV A; 2204.EX.001 REV A;
1947.SIG.SP.19; 1947.SIG.SP.31; 2204_PL_001 REV C; 2204_PL_002 REV C;
2204_PL_004 REV B; 2204_PL_003 REV C;

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 permission/consent-

The proposal is for relocation of existing restaurant sign and hotel sign; display of 1x internally illuminated menu board and 1x non-illuminated sign.

The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within a conservation area or listed buildings; however, in this particular instance, the signs would have suitably low luminance levels (no higher than 300 cd/m²) and they are considered appropriate in terms of their size and location in a highly prominent location on a Grade II listed building. However this number of signs is considered the maximum in this sensitive location. The signs would therefore preserve the listed building, the street scene and wider character of the Kings Cross St Pancras Conservation Area.

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 special attention has been paid to the desirability of preserving or enhancing the

character or appearance of the conservation area, under s.66 & 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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

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 2021.

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 blue rectangular background.

Daniel Pope
Chief Planning Officer