

Application ref: 2023/2915/A  
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Date: 14 September 2023

**Development Management**  
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Daniel Watney LLP  
165 Fleet Street  
London  
EC4A 2DW

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Euston House**  
**24 Eversholt Street**  
**London**  
**NW1 1AD**

Proposal:

Erection of fascia, wayfinding and projecting signs along the Doric Way, Lancing Street and Eversholt Street elevation of Euston House, and proposed wayfinding markings to the access ramp adjacent to the Lancing Street Entrance.

Drawing Nos: A\_PL\_E\_010 Rev 01 dated 26.01.22; H582 - HUT - ZZ - ZZ - DR - A - E0301 Rev I dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - E0304 Rev F dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - E0302 Rev D dated 11.07.23; H582 - HUT - ZZ - 10 - DR - A - E0010B Rev A dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - P0301B Rev B dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - P0302B Rev A dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - P0304B Rev A dated 11.07.23; H582 - HUT - ZZ - 10 - DR - A - P0010B Rev B dated 11.07.23; H582 - HUT - ZZ - 10 - DR - A - P0201 Rev A dated 11.07.23; H582 - HUT - ZZ - ZZ - DR - A - P0200 Rev A dated 11.07.23; H582 - HUT - ZZ - 10 - DR - A - P0202 Rev A dated 11.07.23; Planning, Design and Access Statement Doc Ref: 2023\_07 dated July 2023 prepared by Daniel Watney.

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:

The proposed works include the installation of signs along the Doric Way (1x unlit fascia sign), Lancing Street (1x unlit fascia sign and 1 building logo sign) and Eversholt Street (1x illuminated fascia sign, 1x building logo sign and 1x building number sign) elevation of Euston House, and proposed wayfinding markings to the access ramp adjacent to the Lancing Street entrance. All fascia signs are located above entrance doors with the logo and numbering signs located adjacent to the entrance doors on either the left or right side.

The proposed signs are considered acceptable in terms of their size, number, position and luminance levels and do not appear out of proportion with the building or the area.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer