

Application ref: 2024/1842/A
Contact: Miriam Baptist
Tel: 020 7974 8147
Email: Miriam.Baptist@camden.gov.uk
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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

Jan Kattein Architects
277 New North Road
London
N1 7AA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Outside 120 Euston Road on Chalton Street
London
NW1 2AL

Proposal: Replacement of signboard at southern end of Chalton Street with new changeable gateway signage powered by solar panel.

Drawing Nos: 242_100, 242_101, 242_200, 242_210, 242_211, 242_Design and Access Statement by Jan Kattein Architects.

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 The proposal is to replace an existing street sign with a new sign to improve the visibility of Chalton Street as a local shopping destination. The existing street sign is in poor condition and in need of replacement. The proposed sign would not be within a conservation area but would stand outside a Grade II Listed public house, The Rocket.

In terms of detailed design, the proposed replacement sign would measure 4.52m tall and would be powered by a solar panel at the top of the pole. The sign itself would comprise a modest illuminated arrow amongst a collection of individual prism signs which would change giving local businesses and residents a sense of ownership and meaning the sign would be kept up to date. The prism signs would be aluminium behind perspex screens with metal housing. The arrow would direct passersby towards the market while the sequence of changing symbols, icons and letters would be set on a weekly loop aligned with the opening of the market.

The sign will be funded and maintained by the Euston Business Improvement District (BID). Necessary maintenance is outlined in the Design and Access Statement accompanying the application.

Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the host building, streetscene and wider area.

The signage would not harm the amenity of neighbouring occupiers in terms of outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer