

Application ref: 2024/4651/A  
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LE144HQ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**6 Euston Railway Station  
Euston Station Colonnade  
Eversholt Street  
London  
Camden  
NW1 2HS**

Proposal: The display of 3x halo-illuminated fascia signs and 4x non illuminated signs behind shopfront glazing.

Drawing Nos: 20007; 22901; Drawing Pack SSP - M&S Euston Station - 18xxx

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 the display of three halo illuminated fascia signs and four signs applied internally to glazing. The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The halo illuminated fascia signs would have suitably low luminance levels (no higher than 299cd/m<sup>2</sup>). The signs would therefore preserve the street scene and wider character of the commercial area and are acceptable.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given their size and low level of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 The display of an advertisement inside a building (behind the glazing) as shown on

the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 grey rectangular background.

Daniel Pope  
Chief Planning Officer