

Application ref: 2024/4954/A  
Contact: Fast Track SC  
Tel: 020 7974 4444  
Email: [Sonia.Cupid@Camden.gov.uk](mailto:Sonia.Cupid@Camden.gov.uk)  
Date: 6 January 2025

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Armstrong Planning  
Fenland House  
15B Hostmoor Avenue  
March  
Cambridgeshire  
PE15 0AX  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**341 Euston Road**  
**London**  
**Camden**  
**NW1 3AD**

Proposal:

Display of a scaffold shroud with 1:1 image of renovated building located between Fitzroy Street and Euston Road elevations, and a non-illuminated advertisement panel located around the corner elevation, for a temporary period from 1/11/2024 - 26/09/2029.

Drawing Nos: PY4741/001(C); PY4741/002(C); PY4741/003(C); PY4741/004(C); PY4741/005(C); PY4741/010(C); PY4741/011 (C); PY4741/006(D); PY4741/007(D); PY4741/008(D); PY4741/009(D); PY4741/012; PY4741/013; Wind N Watertight Report; Schedule of Works; Schedule of Condition; Planning Statement; Enhancing the Urban Landscape -Brochure; Lighting Specifications

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.

- 6 The advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 26/09/2029.

Reason: This type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting:

This application is seeking advertisement consent for the display of a non-illuminated shroud advertisement for a temporary period from 1/11/2024 - 26/09/2029.

The proposal is considered appropriate in terms of its size, design, location, materials and absence of illumination. The shroud will consist of a 1:1 printed image representing the host buildings, with a non-illuminated, inset sponsorship

area located on the corner elevation of Fitzroy Street and Euston Road.

The sponsorship area comprising 10% of the overall elevation of the building. The period of consent sought is until the end date for the delivery programme, due to be completed in September 2029, which is accepted.

The dimensions of the proposed sponsorship area are: 10.6m wide x 5.5m high, set within an illustrated scaffold shroud depicting a 1:1 facsimile (10% of the building façade of 341 Euston Road).

The sign would not result in any adverse impact on neighbouring amenity, nor would it be harmful to either pedestrian or vehicular safety. Furthermore, the sign would not obscure or damage any significant architectural features of the building, nor detract from the character and appearance of the Fitzroy Square Conservation Area.

While the Council would unlikely grant consent for this type of advertisement on a permanent basis as it would be harmful to the appearance of the streetscene, Fitzroy Square Conservation Area and settings of nearby listed buildings, the presence of the amended shroud and advertisement for a short period of time during the renovation phase of the building is not considered to have any long lasting harm. It would also have the additional short-term benefit of shielding the majority of works from public view. Under these particular circumstances, the proposal would be acceptable for a limited time period and it is considered reasonable.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The site's planning history has been taken into account when coming to this decision. No objections were received prior making this decision.

As such, the proposed development as revised is in general accordance with policies A1, D1, D2 and D4 of Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2024.

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 centered below the closing. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Daniel Pope  
Chief Planning Officer