

Mr Philip Allard
Wildstone Planning
103 Freston Road
London
W11 4BD

Application Ref: **2014/4499/A**
Please ask for: **Olivier Nelson**
Telephone: 020 7974 **5142**

18 September 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Land at Euston Circus

Junction of Tottenham Court Road and Hampstead Road

Proposal:

Display of two internally illuminated signs (LED screens) to sides of the Euston underpass.

Drawing Nos: 001, 002, 003, 004, 005, 006, 007,008, 009, 010, planning statement, public safety report

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 Any image must be entirely static and must not include any animation or movement within each display or show any link to the next display.

Reason: To prevent harm to highway safety in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 and DP21 of the London Borough of Camden Local Development Framework Development Policies.

- 7 Each of the advertisement screens hereby approved shall be fitted with the specified light sensors which shall control the brightness at all times. During the daytime period (between local sunrise and sunset) the brightness of the screens shall be controlled to be no more than 3500 Nitts/sqm. During the nighttime period (sunset and sunrise) the brightness shall be controlled to be no more than 350 Nitts/sqm.

Reason: To prevent harm to highway safety and visual amenity safety in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 and DP21 of the London Borough of Camden Local Development Framework Development Policies.

- 8 The frequency of change of any image shall not be more than once every 10 seconds.

Reason: To prevent harm to highway safety and visual amenity in accordance with in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16, DP21 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment