

Miss Lizzie Miller
Bay Media Ltd
Deane House Studios
19 Greenwood Place
Kentish Town
London
NW5 1LB

Application Ref: **2014/6260/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 October 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Euston Road
London
NW1

Proposal:
Temporary display of 16 x double sided celebratory Eurostar banners on existing lamp posts along Euston Road from 08/11/2014 to 06/12/2014.

Drawing Nos: Cover Letter dated 30/10/2014; Site Location Plan (overview); Site Location Plan (site plan); 1 x photo montage; Banner measurements details; Revised Sites Map - Ref: 1.

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 advertisements hereby permitted are for a temporary period only and shall be removed in their entirety on or before 6th December 2014.

Reason: In view of its appearance and various locations, this form of advertisement is not considered appropriate other than for a temporary period. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Camden Planning Guidance (CPG1) clearly states that banner advertisements will only be permitted where they relate to landmark or unique buildings and do not detract from the appearance and form of the host building or the surrounding environment. The current proposal does comply with this policy for the proposed 16 banners are to celebrate the anniversary of the Eurostar at St Pancras Station

and are therefore considered appropriate in terms of size, design and location and would therefore conserve and enhance the character and appearance of the conservation area and adjacent listed buildings.

Steps have been taken to ensure that the chosen locations for the banners are not to interfere with the CCTV cameras in situ within Euston Road.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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



Ed Watson
Director of Culture & Environment