

Mr James Buckley  
TP Bennett  
1 America Street  
London  
SE1 0NE

Application Ref: **2014/6733/A**  
Please ask for: **Obote Hope**  
Telephone: 020 7974 **2555**

3 February 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Fitzroy House**  
**355 Euston Road**  
**London**  
**NW1 3AL**

Proposal:  
Display of 3x internally illuminated digital display boards and 2x non illuminated signs internally within the window frames of the existing building at ground floor level.

Drawing Nos: Site Location Plan, Eone 6 Sheet Lightbox, eone, elevation drawing and floor plan.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 The hereby approved illuminated signage shall remain static and shall not contain any flashing or moving images.

Reason: To safeguard highway safety in accordance with the requirements of policy CS5 and CS11 of the London Borough of Camden Local Development Framework Core Strategy and policy DP16 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reason for granting advertisement consent.

The proposed 3 x internally illuminated screens to be displayed internally within the existing middle glazing at ground floor level are considered acceptable in terms of size, design, method of illumination and location and would not have a detrimental impact with the character and appearance of the host property and the wider area.

Furthermore, the proposal will not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety.

The site planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5

and CS14 and of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 56-67 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

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment