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Application Ref: **2017/0500/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

10 April 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**295 Euston Road**  
**London**  
**NW1 3AD**

Proposal: Display of an internally illuminated ATM surround on Euston Road elevation(Retrospective)

Drawing Nos: Site location plan; E012686V2 Rev 02; NW0065; NW0066A; x4 Photos; Design and Access Statement ref: E012686-V2 ATM Cardtronics Cashzone.

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.

The proposed signage is of a size, amount, location and type of illumination which would not harm visual amenity and public safety. Only the lettering and green LED surround would be illuminated. The proposal will not impact on neighbour amenity in terms of light spill nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies and policies A1, D1 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework 2012.

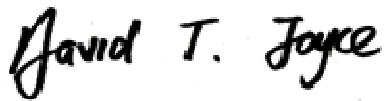
- 2 You are advised that this consent hereby granted only relates to the proposed advertisement and does not grant approval in respect to the shopfront as shown in the submitted drawing reference E012686V2 Rev 02 and any reference to the shopfront contained in the Design and Access statement (Ref: E012686-V2 ATM Cardtronics Cashzone), in the associated planning application ref:2017/0350/P.
- 3 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning