

Mr Ryan Possnett
AXIS Architecture
Talbot Chambers
2-6 North Church Street
Sheffield
S1 2DH

Application Ref: **2017/2644/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

29 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

HSBC
31 Euston Road
LONDON
NW1 2ST

Proposal:

Display of 2 x illuminated fascia signs, 2 x illuminated projecting signs and other non-illuminated signage associated to the bank.

Drawing Nos: Site Location Plan, 26881-E1-EX-PL, 26881-E1-PL, 26881-GF-EX-PL, Design & Access Statement, Heritage Statement.

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 proposal to update the existing signage is part of a nationwide programme whereby a re-branding exercise is being carried out to HSBC UK. Therefore, branches nationwide will receive updated signage. This HSBC bank branch is located on the corner of Euston Road and Argyle Street within the King's Cross / St Pancras Conservation Area. This building is not listed, however, is directly opposite the two Grade I listed Railway Stations of King's Cross and St Pancras. There is also an application for planning permission being considered at this site under ref: 2017/2642/P, relating to the re-positioning of an ATM.

The proposed advertisement is considered appropriate in its design, size and location to the appearance of the shopfront and the host property. There would be no negative impact on visual amenity in this location.

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

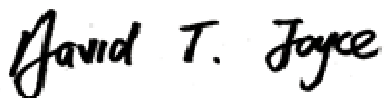
The proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS5 (Managing the impact of growth and development) CS7 (Promoting Camden's centres and shops) CS8 (Promoting a successful and inclusive Camden economy) CS17 (Making Camden a safer place) and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policies DP10 (Helping and promoting small and independent shops), DP26 (Managing the impact of development on occupiers and neighbours), DP30 (Shopfronts).

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