

Mr Steve Fox  
Manalo & White  
Unit 301  
70 Wapping Wall  
London  
E1W 3SS

Application Ref: **2017/2144/A**  
Associated Ref: **2017/1681/P**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

07 July 2017

Dear Sir/Madam

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**The Wesley Hotel**  
**81-103 Euston Street**  
**London**  
**NW1 2EZ**

Proposal:

Display of 1x externally illuminated fascia sign (Retrospective), 1x non-illuminated projecting sign, 1x internally illuminated menu box to Regnart Buildings elevation and 1x non-illuminated hanging sign and 3x externally illuminated fascia signs to entrance canopy Euston Street elevation.

Drawing Nos: (859/) 00/01 revB, 00/02 revB, 01/01 revA, 01/20 revA, 01/21 revA, 01/22 revA, 01/30 revA, 01/31 revA, 01/32 revA, 01/33 revA, 01/34 revA, 02/01 revA, 02/01 revC, 02/01 revC, 02/20 revB, 02/21 revB, 02/22 revB, 02/30 revB, 02/31 revB, 02/32 revB, 02/33 rev B, 02/34 revB, 02/40 revB, 02/50 revB

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.

Executive Director Supporting Communities



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 signs are considered acceptable in terms of size, location, materials and method of illumination. The entrance is central to the main elevation that spans almost all of this part of Euston Street and forms a double elevation. Following officer advice, the proposal has been amended to omit illumination from the projecting signs and remove the unconsented internally illuminated box sign. As a result, the proposed signs respect the architectural features of the host building, with an appropriate number of signs per elevation.

In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is existing signage including illumination and the proposals would not be considered unduly dominant

in the street scene.

Whilst the method of illumination would cause limited light spill, due to the low level of illumination and the position of the signs would be an appropriate distance from the nearest neighbouring residential occupiers.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highway safety. The signs are in a typical location and at a low level of illumination, which can be viewed at an appropriate distance on a straight stretch of road. The advertisements are not considered hazardous to road users raise no public safety concerns.

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

As such, the proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

## 2 ENFORCEMENT ACTION TO BE TAKEN

The Director of Regeneration and Planning will instruct the Head of Legal Services to issue a Discontinuance Notice should the unauthorised internally illuminated box signs to Euston Street not be removed within 2 months from the date of this decision.

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

Director of Regeneration and Planning