

Nick McDonald
IS Group
Enterprise House Unit 1
Aber Park Industrial Estate
Flintshire
CH6 5EX

Application Ref: **2017/6263/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Various sites along Pancras Road
Midland Road
Brill Place
Phoenix Road
Eversholt Street and within the forecourt of Euston Station
London
NW1**

Proposal: Temporary display (for a period of 3 years) of 4 x non-illuminated banner signs (Pancras Road, Midland Road and Eversholt Street) and 16 x double sided way-finding non-illuminated signs on existing lamp posts, 5 x non-illuminated vinyl on columns and 1 x board sign on railings within Euston Station forecourt, and 2 x non-illuminated vinyl to columns of Euston Station Bus Stop area all in connection with the pedestrian route between Euston Station and King's Cross & St Pancras Station.

Drawing Nos: OS Map Rev A (05/12/2017); [SO 2789] E5435-5 & 16, E5435-7, E5435-10, E5435-11, E5436-6,

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

Conditions and Reasons:



- 1 The advertisements hereby permitted are for a temporary period of three years only from the date of this letter and shall be removed in their entirety on or before 07 December 2020.

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 D2 of the London Borough of Camden Local Plan 2017.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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 Reason for granting:

The proposal is a follow up to previous grant of Advertisement Consent for the 'Green Walk' which is to encourage the public to walk between Euston and Kings Cross and St Pancras Stations by way of the use of back thoroughfares, away from the very busy and highly congested Euston Road. The new campaign is still in line with the 'Green Walk' but is now to be known as the 'Well Being' campaign. Its aim carries on with the promotion of exercise in a more tranquil environment.

Camden Planning Guidance (CPG1) clearly states that banner advertisements in some commercial areas may be considered a suitable form of display. Within conservation areas and on or near listed buildings, proposals must safeguard the character and appearance of these areas and the setting of listed buildings. There are only 2no banners located in Kings Cross St Pancras Conservation Area.

Three of the proposed signs - to be displayed along the long elevation to the side of Euston Station on Eversholt Street, were removed from the application. It was felt that they would create visual clutter on what can be considered a clutter free elevation as well as becoming an invitation for the accumulation of unwanted poster bills and graffiti that the Council is keen to avoid. Their removal does not diminish the visibility of the route which is also advertised on 3 lamp posts lining the route along Eversholt Street.

The permission is for a temporary period of 3 years as it is felt that it provides some assurance that, should the campaign be changed from promoting healthy living to purely commercial purposes - commercial advertising would not be considered acceptable in a mostly residential location - that it would not become permanent.

The banners and back-to-back board signs on lamp posts, rail and column mounted signs are appropriate in terms of size, design and location and would therefore conserve the character and appearance of the streetscape along the 'Well Being' route and the conservation area, and would harm the setting of the adjacent listed buildings.

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

The site's planning history and relevant appeals have 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 and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and 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 A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy

Framework.

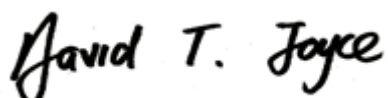
- 2 Any further application for another temporary period for the display of the signage may not be granted advert consent. A full assessment would again be required. This is to protect the amenity of the streetscape by restricting this type of development to be temporary only, as in short term.

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