

Application ref: 2018/4978/A  
Contact: Matthias Gentet  
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**Development Management**  
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Ms Georgina Street  
5-7 Buck Street  
London  
NW1 8NJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Euston Road**  
**London**  
**NW1 2FA**

Proposal: Temporary display of 6 x non-illuminated double-sided banner signs for the Euston Green Link Route on existing lamp posts for a period of 12 months.

Drawing Nos: Cover Letter; Individual Sites Plan; Site Location Plan; Banners Design Details (6 pages); Banner Details; Photo Montage - Banner Location on Lamp Post; Supporting 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.

- 6 The advertisements hereby permitted are for a temporary period of 12 months only and shall be removed in their entirety on or before 7th November 2019.

Reason: In view of their appearance and various locations, this form of advertising is not considered appropriate other than for a temporary period. Its permanent display would be contrary to the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 Reason for granting consent:

The proposal concerns the display of non-illuminated double sided banner signs promoting the 'Euston Green Link' between Melton Street/Euston Square and North Gower Street, all in connection with HS2. The signage would be 'way finders' for an alternative route between the two stations by way of the use of back thoroughfares, away from the very busy and highly congested Euston Road. The campaign's aim is the promotion of exercise in a more tranquil environment as well as benefitting the small local commercial stretch of the route. An application for the alternative route has recently been granted consent on 26/10/2018 under application reference: 2018/4106/A.

Camden Planning Guidance on Advertisements 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. Out of the six sites, three are within Bloomsbury Conservation Area.

The double-sided banner signs on the lamp posts are appropriate in terms of size, design and location. They would preserve the character and appearance of the streetscape along the short section of Euston Road and the conservation area, and would not harm the setting of nearby listed buildings.

The temporary nature of the proposal, for 12 months initially, would provide some assurance that, should the campaign be changed from promoting an alternative route between the two stations to purely commercial purposes, this would not be a permanent feature, as commercial advertising is not acceptable in a mostly residential location.

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 2013.

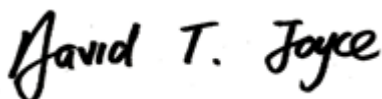
As such, the proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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