

Application ref: 2019/0131/A
Contact: Matthias Gentet
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Date: 10 April 2019

Development Management
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Mr Martin Stephens
991 Great West Road
BRENTFORD
MIDDLESEX
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
Vent Shaft of Euston Square Underground Station
Euston Road
London
NW1 2AF

Proposal: Display of an internally illuminated LED digital advertising board on west elevation of vent shaft.

Drawing Nos: Past Consent reference: 2010/6613/A; TfL report - 3258.26/002/A501/TLRN/2018; Plot Plan - Personal Injury Collisions; Personal Injury Collisions - Stick Diagram (07/11/2018); Personal Injury Collisions - Collision Data (07/11/2018); Euston Vent Shaft - Part A - Advertisement; Euston Vent Shaft - Part B - Design & Planning Considerations; Euston Vent Shaft - Part C - Green Wall Installation.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed LED digital advertising screen, by virtue of its size, scale, design, location and method of illumination, would be an incongruous and bulky feature that would introduce an illuminated fixture as well as create visual clutter at high level. This element of the proposal is considered to be an unsympathetic and unacceptable form of development that would be detrimental to the character and appearance of the streetscape and surrounding locale, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

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 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer