

Application ref: 2018/6181/A  
Contact: Leela Muthoora  
Tel: 020 7974 2506  
Date: 17 May 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Gregg Latchams Limited  
7 Queen Square  
Bristol  
BS1 4JE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**100-110 Euston Road**  
**London**  
**NW1 2AJ**

Proposal:

Display of 1x internally illuminated projecting roundel sign, 1x non-illuminated lettering sign to entrance door to café and 1x non-illuminated sign to café facade, and 1x internally illuminated menu board sign, 1x internally illuminated lettering sign and 1x non-illuminated lettering sign to side panels of existing entrance surround to restaurant to Euston Road elevation of existing hotel (Class C1).

Drawing Nos: Site location plan, 8217 Exterior Graphics Document 09.03.19, (8254\_SF)  
01.0, 02.0, 01.1 01.2, 02.1

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 Reason for granting consent-

The non-illuminated and illuminated signage is considered acceptable in terms of size, design and location, and appropriate to the character of the host building and surrounding area. Whilst there is no existing fascia the signage is sympathetic to the design of the building and would respect the form, fabric, design and scale of the host building. The signs to the two entrances, whilst contemporary in design are not considered to have a detrimental impact on the immediate vicinity of the building due to their size and location against the large scale buildings in the area. Following officer advice, the size of the menu board and method of illumination of the projecting sign is limited to lettering/logo only. As a result, the signage would not be unduly dominant in the street scene. Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the area.

The signage would not harm the amenity of nearby residential occupiers in terms of outlook. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2, D3 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 2019.

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 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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer