

Application ref: 2019/5962/A
Contact: Laura Hazelton
Tel: 020 7974 1017
Date: 13 December 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
www.camden.gov.uk/planning

Ms Georgie Street
5-7 Buck Street
London
NW1 8nj

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Drummond Street
North Gower Street
Longford Street and Albany Street
London
NW1 2HL

Proposal:

Temporary display of 42 non-illuminated back-to-back board signs (2 per column) for the Euston Green Link Route on existing lampposts (following expiration of previous consent ref: 2018/4106/A).

Drawing Nos: Board detailed design document (received 27/11/2019); Board on Column Photograph (received 27/11/2019); Individual Site Locations Rev C (dated 25/09/2018); Board elevation/dimensions document (received 27/11/2019); Euston Town Cover Letter; Site Location Plan; Supporting Planning 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 2nd December 2020.

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 back-to-back board signs promoting the 'Euston Green Link' between Melton Street and Euston Station and Albany Street, all in connection with HS2. The current application is a re-submission of a previous consent (2018/4106/A) for the same proposals, to retain the existing signage for another year until 02/12/2020. The signage provides 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.

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 all 21 sites, only three are within a conservation area (Regents Park), three are outside Listed Buildings and one outside a building noted to be a positive contributor in the Regent's Park Conservation Area Appraisal. All signs would be non-illuminated back-to-back boards which are considered suitable within a mostly residential area.

The temporary nature of the proposal for an additional 12 months 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 back-to-back board 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 'Euston Green Link' and the conservation area, and would not harm the setting of 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 2013.

As such, the proposed development is in general accordance with policies C1 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 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', written in a cursive style.

Daniel Pope
Chief Planning Officer