

Application ref: 2019/5975/P
Contact: Ben Farrant
Tel: 020 7974 6253
Date: 19 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

Shui-Fung Siu
LB of Westminster
Development Planning
City of Westminster
PO Box 732
Redhill
Surrey

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Request for Observations to Adjoining Borough - Objection

Address:

Grofton House
377-381 Euston Road
London
NW1 3AU

Proposal: Request for observations from the City of Westminster for 'Display of freestanding structure with LED billboard measuring 6.00m x 3.00m and integral fence between the walls of Grafton House, 379-381 Euston Rd and the Greene Man Pub, 383 Euston Rd. (Linked to 19/07567/FULL)'

The Council, as a neighbouring local planning authority, has considered your request for observations on the application referred to above and hereby raises objection for the following reasons:

The proposal would extend some 6m high with a base height 2.4m above ground level, giving a total height of 8.4m. The proposal would extend above the first floor level of the adjoining properties with a width of 3m serving to infill the space between these properties. The proposal is of a scale which could not be considered subordinate to the properties or commensurate with the surrounding area. The advertisement would result in undue harm to the character and appearance of the properties and surrounding area, serving to dominate properties by reason primarily of its scale and illuminated nature.

The proposed advertisement, by reason of its scale and illuminated nature,

would serve to form a distraction to motorists on Euston Road, and therefore could negatively impact on public safety.

On the basis of the submitted information, the development is therefore considered objectionable. It is requested that the application is refused unless the above concerns can be adequately addressed.

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