

Application ref: 2020/0853/A
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Elmtree Signs
Elmtree Signs
Unit 15 Solent Industrial Estate
Hedge End
Southampton
SO30 2FQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
307-317 Euston Road
London
NW1 3AD

Proposal:
Display of 3x internally illuminated signs to overhanging roof.

Drawing Nos: Site location plan, 5600-DRG-002

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 permission-

The illuminated signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building and surrounding area. Following officer advice the proposals have been revised to a reduced size and would be fixed to the underside of the overhanging roof of the host building. In the absence of a traditional fascia they would be located on its exposed concrete spines and therefore respect the architectural detail of the building. The signs are contemporary in design and modest in scale against the large scale buildings in the area, so would not be considered 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 illumination would be at a low level and limited to lettering only, which is not considered to harm the amenity of nearby residential occupiers in terms of outlook and light spill. 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 history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also

accords with CPG for Advertisements, the London Plan 2016 the London Plan (Intend to Publish) 2019 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 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment