

Application ref: 2019/4503/A
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LKreative Ltd
42 Brookside Crescent
Cuffley
POTTERS BAR
EN6 4QN
GB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
293 Euston Road
London
NW1 3AD
&
75 Warren Street
London
W1T 5PF

Proposal:

Display of re-positioned fascia sign and projecting sign to Warren Street elevation, with new awnings to both Warren Street and Euston Road shopfronts. Associated to ref: 2019/4062/P.
Drawing Nos: Site Location Plan, Block Plan, LADCOR/AB/010819/501 D.

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 Retractable awnings hereby approved to both Warren Street and Euston Road specified on the approved plan LADCOR/AB/010819/501 D, shall be in use between the hours of 08:00 and 18:00hrs Monday - Saturday only and shall be fully retracted at all other times.

Reason: In order to deter antisocial behaviour in accordance with the requirements of Policies A1 and C5 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposed repositioning of the existing projecting sign with the introduction of a non-illuminated newsstand style display are considered acceptable in terms of scale, design, materials.

The new retractable fabric awnings to both Warren Street and Euston Road are considered acceptable in this location. Each awning shall project no more than 1m when fully extended. To Warren Street the awning shall be approximately 8m in width, to Euston Road, it shall be approximately 5m.

The drawings show LED screens located internally behind the windows of the Warrens Street shopfront. These screens benefit from deemed advertisement consent, therefore are not considered in the current application.

The proposed signage would not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or wider street scenes on either frontage.

It is not considered that new signage will have any adverse impact on neighbouring residential amenity, nor will it have any negative impact on pedestrian or vehicular safety.

Two objections have been received from local residents in respect of anti-social behaviour which have been duly considered as part of the decision making process.

A comment was made by the Met Police Officer in relation to the associated planning application ref: 2019/4062/P. The applicant amended their proposals to meet Police concerns and a condition is added to the planning decision requiring that the awnings are retracted outside of business hours.

The site's planning history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy A1, D1, and D4 of the Camden Local Plan 2017, the London Plan 2016, Intended to Publish London Plan 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 'DPope', is written over a light blue rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment