

Application ref: 2020/4174/A
Contact: Tony Young
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 17 December 2020

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

JMS Planning & Development Ltd
Build Studios
203 Westminster Bridge Road
Lambeth
London
SE1 7FR

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
23-25 Euston Road
London
NW1 2SB

Proposal:

Display of externally illuminated fascia lettering signs mounted on metal piping to front and side elevations, externally illuminated fascia sign above entrance doors, and externally illuminated projecting sign to front elevation.

Drawing Nos: Site location plan; unnumbered signage plan (rev 1) dated 26/11/2020; unnumbered elevations & signage details (rev 1) dated 26/11/2020.

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 advertisement consent:

The proposed signage is considered to be acceptable given the size, design, colour, materials, location, methods of illumination and luminance levels. The signage would not obscure or damage any significant architectural features, nor detract from the character and appearance of the host building and Kings Cross Conservation Area. The signs would not have any adverse impact on neighbouring amenity nor would they be harmful to pedestrians or vehicular safety.

Concern was initially raised by the Council to original proposals for metal piping stretching across the full length of the building, the number of fascia lettering signs and metal pipe rails, the length and direction of linear LED lighting, and number of screws used to fit pipes into the building fabric. Following Council advice, the applicant submitted revised drawings which included a reduction in the length and extent of metal piping, a reduction in the number of metal pipe rails (from 5 rows to 3) and fascia lettering along Belgrove Street (5 signs to 3), associated reduction in number of screws required for fittings, and modifications to length, direction, and method of illumination. Following the amendments, the revised proposals are considered to be acceptable.

The site's planning and appeals history has been taken into account when coming

to this decision. No objections have been received.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, the Draft 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 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer