



Appeal Decision

Site Visit made on 21 December 2020

by A M Nilsson BA (Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 06 January 2021

Appeal Ref: APP/X5210/H/20/3258812
128 Euston Road, London, NW1 2AS

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Euronet Worldwide against the decision of London Borough of Camden.
 - The application Ref 2020/1983/A, dated 5 March 2020, was refused by notice dated 26 August 2020.
 - The advertisement proposed is display of internally illuminated Automated Teller Machine (ATM) sign at ground floor level.
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Decision

1. The appeal is allowed and express consent is granted for the display of internally illuminated Automated Teller Machine (ATM) sign at ground floor level as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations¹, and the following additional condition:
 - 1) The intensity of the illumination of the sign permitted by this consent shall be no greater than 100 candela per sqm.

Preliminary Matters

2. The advertisement relates to a proposed ATM. This is subject to a separate appeal².
3. I have taken the description of the advertisement proposed from the Council's Decision Notice as this is more precise.

Main Issue

4. The main issue is the effect of the proposed advertisement on the amenity of the area.

Reasons

5. The appeal site is located on Euston Road which is a busy street containing main-line railway stations, hotels, restaurants and other commercial premises, many of which have illuminated advertisements. It is a dense urban area, with the busy road providing a continual level of activity and transiency.
6. The advertisement that is proposed measures approximately 0.55m by 0.2m and is internally illuminated. Due to its size, it represents a relatively small

¹ Town and Country Planning (Control of Advertisements) (England) Regulations 2007

² APP/X5210/W/20/3258813

display in the context of the wider shopfront and it would not appear dominant or incongruous. The illumination would draw attention to the advertisement, however given the combination of its size, the proposed level of illumination (100 candela per sqm), and the presence of street-lighting and other illuminated signage in the area, this would not cause harm.

7. Although there are other advertisements at the premises, including some behind the shopfront, I do not consider that the proposed advertisement, due to its size and siting, would result in unacceptable levels of clutter.
8. The proposed advertisement would comply with the guidance contained in paragraph 132 of the National Planning Policy Framework (2019) (the Framework) which outlines that quality and character of places can suffer when advertisements are poorly sited and designed, and that advertisements should be subject to control only in the interests of, amongst other things, amenity.
9. In accordance with the Regulations³, I have taken into account the provisions of the development plan so far as they are material. I conclude that the advertisement would not have a harmful effect upon amenity and would comply with Policy D4 of the Camden Local Plan (2017) which requires, amongst other things, that advertisements preserve or enhance the character of their setting and host building.
10. The advertisement would also accord with the Camden Planning Guidance (2019) which outlines, amongst other things, that advertisements and signs should respect the form, fabric, design and scale of the host building and setting.

Conditions

11. In addition to the standard five conditions, I consider that it is necessary to impose a condition restricting the illuminance of the sign to no more than 100 candela per sqm as outlined in the submitted plans. This is in the interests of amenity.

Conclusion

12. For the reasons given above I conclude that the display of an internally illuminated Automated Teller Machine (ATM) sign at ground floor level would not cause harm to the amenity of the area. The appeal is therefore allowed.
13. Whilst I have allowed the advertisement, for the avoidance of doubt the appellant should note that this does not permit the installation of the proposed ATM, as separate planning permission has been refused, and a subsequent appeal dismissed, for this part of the proposal.

A M Nilsson

INSPECTOR

³ Town and Country Planning (Control of Advertisements) (England) Regulations 2007