

Application ref: 2020/3341/A
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Date: 2 February 2021

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Mr Martin Stephens
991 Grear West Road
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TW8 9DN
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Dear Sir/Madam

(DECISION)

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:

LUL Vent Shaft
Euston Road and Gower Street
London
NW1 1HS

Proposal:

Display of an internally illuminated LED digital advertising board on west elevation of steel frame fixed onto existing vent shaft.

Drawing Nos: A01460 pg.5 Site Location Plan, A01460 pg.6 Block Plan, A01460 pg.7 Existing Structure Elevation, A01460 pg.8 Proposed Structure Elevation, A01460 pg.12 Structural Frame, A01460 pg.11 Screen Specifications.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

1 Reason for Refusal:

The proposed LED digital advertising screen, by reason of its size, scale, design, location and method of illumination, would be an incongruous and dominant feature. The advertising screen would create visual clutter through the introduction of an illuminated fixture at high level which would have a detrimental impact to the character and appearance of Euston Circus. Therefore, the commercial advertising

screen would fail to preserve or enhance the visual amenity of the area contrary to policies D4 (Advertisements) and A1 (Amenity).

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 about 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 grey rectangular background.

Daniel Pope
Chief Planning Officer