

Application ref: 2021/3808/A
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Date: 23 September 2021

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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
95 Euston Road
London
NW1 2RA

Proposal:
Display of 2x internally illuminated fascia signs and 1x internally illuminated projecting sign to existing restaurant.

Drawing Nos: Site location plan, 596311-1; 596311-2 RevB; 596311-3 RevA; 596311-4

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 Reasons for granting consent-

The proposed fascia with individual letters being illuminated and the internally illuminated projecting sign, are considered acceptable in terms of size and location and appropriate in proportions, design and method of illumination as they respect the proportions of the building and the neighbouring shop fronts. Revised plans were submitted to make sure the fascia and projecting sign were positioned below the stone banding on the building. As a result, they replace the existing signage of the same size and in the same location against the context of a large scale building, therefore, the proposals are sympathetic to the host building and surrounding streetscene of Euston Road. Whilst illuminated signs have some impact in terms of light spill, it is a busy road and the signs would not impact significantly due to the individual letters being internally illuminated and the projecting sign being well positioned. The signs are in a typical position, at a low level of illumination and the illumination would be limited to lettering only and whilst the sign would be internally illuminated the lux levels are considered acceptable. On balance, they are not considered unduly dominant in this commercial area.

The size, siting and illumination of the adverts would not have a harmful impact on neighbouring occupiers. As they are in a typical location and at a low level of illumination, they are not considered hazardous to road users raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning history has been considered when coming to this decision.

The proposal is acceptable in the interests of amenity and public safety, and the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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 grey rectangular background.

Daniel Pope
Chief Planning Officer