

Application ref: 2021/3996/A
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Development Management
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Pegasus Group
10 Albemarle Street
London
W1S 4HH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit 4

Euston Tower

286 Euston Road

London

NW1 3DP

Proposal:

Display of 2x internally illuminated fascia signs and 2x internally illuminated projecting signs.

Drawing Nos: PL-500 Rev. 1, PL-501 Rev. 1, PL-502 Rev. 0, PL-503 Rev. 0, PL-504 Rev. 0, PL-505 Rev. 1, PL-506 Rev. 0

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 internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The proposed signs are considered acceptable in terms of size, location, detail and method of illumination. They are arranged over two elevations and replace existing signs of similar size and location. They are appropriate in proportions to the host building and not unduly dominant against the large scale building, neighbouring shopfronts or wider street scene. Whilst illuminated signs have some impact in terms of light spill, the signs are in a typical position and at a low level of illumination which would be limited to lettering only. On balance, they are not considered unduly dominant in this commercial area.

Due to the low level of illumination, limited to lettering only, the adverts would not have a harmful impact on neighbouring occupiers and would not be hazardous to road users, therefore, raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer