

Application ref: 2021/3046/A
Contact: Tony Young
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 9 November 2021

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

Brooker Flynn Architects
The Maltings
1 Mill Hill
Stathern
Melton Mowbray
LE14 4HQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Euston Railway Station
Euston Station Colonnade
11-15 Eversholt Street
London
NW1 2DU

Proposal:

Display of internally illuminated fascia lettering sign and halo illuminated fascia lettering sign on the colonnade elevation.

Drawing Nos: (BFA-A-)06005 rev DD01, 06007 rev DD01, 20005 rev DD01, SK-0001 rev DD01; Email from Brooker Flynn Architects dated 29/09/2021.

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 advertisement consent:

The proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination, given the context of the modern building and its shopfronts. The fascia would be modestly sized with suitably low luminance levels (no higher than 450cd/m²) and with the lettering/logo only illuminated (the background of the signage remaining non-illuminated).

The proposed signage would not obscure any significant architectural features. It would not be harmful to pedestrian or vehicular safety, nor have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision.


As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, 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 centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer