

Application ref: 2022/1039/A
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Date: 30 March 2022

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Mace Dragados Joint Venture
HS2 Project Office
1 Eversholt Street
London
NW1 2DN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Pavements of Stephenson Way and Melton Street
and around Euston Square Gardens
London
NW1**

Proposal:

Temporary display of 22 x hoarding advertisements on Stephenson Way, Melton Street, around the current and interim car park at Euston Square Gardens (part retrospective) in conjunction with HS2/Euston Station until end of works at HS2 Euston Station until 31/03/2025.
Drawing Nos: Advertisement Consent Application Cover Letter; 1CP01-MDS_ARP-TP-DPL-SS08_SL23_GF-990004 P01.1; 1CP01-MDS_ARP-TP-DPL-SS08_SL23_GF-990005 P01.1; 1CP01-MDS_ARP-TP-DPL-SS08_SL23_GF-990006 P01.1; 1CP01-MDS_ARP-TP-DPL-SS08_SL23_GF-990007 P01.1; 1CP01-MDS_ARP-TP-DPL-SS08_SL23_GF-990003 P02.1; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000006; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000007; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000008; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000009; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000010; 1CP01-MDS-DS-DGA-SS08_SL41_B1-000011

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 advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 31/03/2025.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

Informative(s):

1 Reason for granting:

The proposal involves the installation of 22 x hoarding advertisements along the site boundaries of Stephenson Way and Melton Street, and around Euston Square Gardens. The hoarding is sought for a period of 3 years until end of March 2025 and would be installed on replacement hoarding in the same location as the existing hoarding. The proposed temporary advertisement hoarding is considered appropriate in terms of its size, design and location as it follows a similar 2022 design detail to the existing hoardings around the HS2 site.

The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity. The proposals have been reviewed by the Council's Transport Officer who confirms they have no concerns in terms of transport impacts.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policy A1, D1, D2, D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)


Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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