

Application ref: 2022/1268/A  
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Date: 13 July 2022

**Development Management**  
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Greyfriars Road  
Cardiff  
CF10 3AF

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**The Rocket**  
**120-122 Euston Road**  
**London**  
**NW1 2AL**

Proposal:

Installation of 4 fascia signs, 12 cowl lights, 2 powder coated lanterns, 2 brass lanterns and 1 aluminium tray sign on Euston Road and Chalton Street elevations.

Drawing Nos: OS MasterMap 1250/2500/10000 scale Friday, April 26, 2019, ID: BW1-00795545; OS MasterMap 1250/2500/10000 scale Friday, April 26, 2019, ID: BW1-00795540; Elevation drawing; Proposed Visual; Proposed Signage; Elevation drawing (dated 09/06/22); Proposed Visual (dated 09/06/22); Proposed Signage (dated 09/06/22); Existing site

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 Reason for granting consent:

The proposals involve the replacement of 2 existing non-illuminated fascia lettering signs and addition of 2 more new fascia lettering signs, installation of 12 externally illuminated cowl lights (3 above each sign), 2 powder coated lanterns and 2 brass lanterns, and a new aluminium tray sign (all on Euston Road and Chalton Street elevations).

The proposed signage and lighting would replace the existing at fascia level and would be similar in appearance and in keeping with the character and appearance of the host building.

All the downlights would not shine onto the pavement. All lights and signage would be higher than 2.3 metres from the pavement. There would be no harmful impact on neighbour amenity or public safety of highway users.

The proposed signage and lighting will not obscure any significant architectural

features or otherwise visually harm the appearance of the building, and are considered to be acceptable in terms of its location, proportions, materials, design and method of illumination. The proposal will preserve the setting and special architectural interest of the listed building and preserve the character and appearance of the streetscene.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policies A1, D1, D2 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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer