

Application ref: 2022/0738/A  
Contact: Fast Track SC  
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Date: 9 October 2022

**Development Management**  
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Mr Stanley Cheung  
3 Euston Road  
Camden  
London  
NW1 2SA  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**3 Euston Road  
London  
Camden  
NW1 2SA**

Proposal:

1 x Fascia sign with back lit illumination (Bamboo Inn); 1 x Non Illuminated projecting sign (to fascia board); 1 x Non illuminated sign (left of building) - painted.

Drawing Nos: Location Plan; Existing Shop Front(Photo); Proposed Drawing(Hand Drawn); Proposed Shop Front(Revised),

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:

The proposed illuminated fascia sign and non-illuminated projecting sign are considered acceptable in terms of scale, design, material, positioning and illumination, and would not appear out of keeping with area.

The original proposed designs were considered harmful and were not in keeping with the area, Recommendations were made to revise the proposal and these were carried out the scheme is now considered to be acceptable.

The proposals are considered to be sympathetic to the host building and surrounding street scene of Euston Road. Whilst illuminated signs have some impact in terms of light spill, the signs are considered not to impact significantly due to fascia sign being back lit and well positioned.

The projecting sign is non-illuminated, there are no concerns in regards to this and is considered acceptable.

On balance, they are not considered unduly dominant in this commercial locality. The proposal is not considered to cause any harm to highways safety or residential

amenity.

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

There has been previous enforcement at the site but the issues have been addressed in the revision of the proposed drawings.

No objections have been received prior to making this decision.

As such, the proposal is in general accordance with policy 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:

<https://www.gov.uk/appeal-planning-decision>.

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