

Application ref: 2022/4573/A  
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Date: 13 December 2022

**Development Management**  
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Tony Reade  
7 Hurlingham Business Park  
Sullivan Road  
London  
SW6 3DU  
U K

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:

**Underground Entrance**  
**Outside 17-23 Euston Road**  
**London**  
**NW1 2RY**

Proposal:

Display of two internally illuminated LED digital advertising signs, measuring 2.7m height x 1.8m length x 150mm depth, and raised 0.9m from ground level. The eastern display would be attached to the western elevation of a London Underground entrance box outside 17-23 Euston Road, and the western display would be attached to the eastern elevation of a second London Underground entrance box outside 23-25 Euston Road.

Drawing Nos: Site Location Plan (PY4215/001), Site Plan (PY4215/002), Existing View B (PY4215/010), Proposed View B (PY4215/011), Existing Elevations Site B (PY4215/004), Proposed Elevations Site A (PY4215/005), Existing Elevations Site A (PY4215/003), Existing View A (PY4215/008), Existing View B (PY4215/009), Standard Specifications (PY4215/007), all dated 16/02/2022

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed LED digital advertising screens, by reason of their siting, size, and design, would visually dominate and add harmful visual clutter to the adjoining public

realm, the wider street setting and impact views of nearby historic heritage buildings. The screens are considered to be unacceptable form of development that would be detrimental to the character and appearance of the streetscape and surrounding locale, contrary to policies A1 (Managing the impact of development), D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

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 about 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', written in a cursive style.

Daniel Pope  
Chief Planning Officer