

**Planning, Design and Access Statement
Euston House, 24 Eversholt Street, NW1 1AD**

July 2023

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1. Introduction

1.1 Daniel Watney LLP has been instructed to submit an application for advertisement consent relating to proposed signage and wayfinding works at Euston House, 24 Eversholt Street, NW1 1AD.

1.2 Supported by this Planning, Design and Access Statement and a full drawing pack including existing and proposed plans and elevations, this application proposes the following:

“Proposed erection of fascia, wayfinding and projecting signs along the Doric Way, Lancing Street and Eversholt Street elevation of Euston House, and proposed wayfinding markings to the access ramp adjacent to the Lancing Street Entrance”

1.3 This statement considers the existing site and its context at Section 2.0, with the relevant planning history reviewed in Section 3.0. Section 4.0 outlines the works proposed, whilst Section 5.0 provides an assessment of the scheme against relevant planning policies. Section 6.0 provides a summary and concludes.

2. Site Description

- 2.1 Euston House is a nine-story office building erected in the 1930's, falling within the London Borough of Camden and in close proximity to Euston Station. The site measures 0.16ha in area (see Figure 1 below) and comprises a purpose-built office building in an area of mixed-character. To the north and to the east lies a mixture of commercial and residential uses on Doric Way and more widely the principally residential area of Somers Town. To the south the area is of a more commercial nature.



Figure 1 – Site Location with Red Line Boundary

- 2.2 The area enjoys a varied mix of uses, as well as a varied character in terms of its architecture. The building is not statutorily listed, nor does it fall within a Conservation Area. It has been identified as a Locally Listed Building by London Borough of Camden, as well as falling within the background assessment area of the London View Management Framework view 6A.1 (Blackheath Point to St. Paul's Cathedral).
- 2.3 The site has a PTAL rating of 6b, the highest rating available. Flood risk mapping indicates it is at risk of neither fluvial nor surface water flooding.

3. Planning History

3.1 Daniel Watney LLP has reviewed the planning history for the site as made available online by the London Borough of Camden. Where relevant this is reproduced in chronological order in Table 1 below.

Reference	Description	Decision	Date
2011/3120/P	Variation of condition 1 (personal permission) of planning permission granted 28/05/1998 (ref: PS9804251) for the dual use (in whole or in part) of the basement to eighth floor for (B1) offices or (D1) educational purposes with ancillary functions, personal to Learning Tree International Ltd - to extend personal permission to include EC English London Ltd.	Approved	13/09/2011
2013/3027/P	External alterations at ground floor level including installation entrance doors, ramped entrance area and cigarette bins to office (Class B1).	Approved	15/08/2013
2020/4138/P	Variation of condition 1 (personal permission) of planning permission 2011/3120/P dated 13/09/2011 ["(Variation of condition 1 (personal permission) of planning permission granted 28/05/1998 (ref: PS9804251)"] namely to extend lawful use to Class E 'Commercial, Business and Service'.	Approved	28/11/2020
2022/0487/P	External alterations including the construction of an atrium roof, external roof terrace at level 9, the installation of balconies at levels 1-8, removal of the existing atrium roof at level 1, rear extension at levels 7 and 8, new cyclist entrance at Lancing Street and associated plant at roof level.	Pending	Validated 15/03/2022
2022/5648/P	Creation of roof terrace at seventh floor level with associated works.	Approved	05/04/2023
2022/5647/P	Replacement of plant machinery at rooftop level	Approved	31/03/2023
2023/1440/P	Use of existing external areas at 7th and 8th floor levels on front elevation as balconies, including the installation of balustrades and access doors.	Pending	Validated, 15/05/2023
2023/2264/P	Proposed insertion of two doors on ground floor on the western and southern elevations, introduction of ventilation louvres and minor alterations	Pending	Validated 26/06/2023

Table 1: Planning History

4. Proposed Works

- 4.1 The proposed works comprise signage along the Doric Way, Eversholt Street and Lancing Street elevations. These are drawn out in summary below, and fully detailed on the submitted drawings:

Doric Way

- 4.2 Proposed sign comprises a fascia building sign above a secondary entrance, with 'Mainframe' sign manufactured in blank metal panel of RAL 7021 and "GOODS ENTRANCE" signage formed from individual lasercut metal letters in white finish with concealed fixings. These signs are unlit.

Eversholt Street

- 4.3 These signs comprise a fascia sign, building logo sign and building number sign. The building logo and number signs are face fixed to existing stonework with concealed fixings and formed from PPC coated bevelled sheet metal. The font style would be 'Platform' and the colour would be Power Red (RGB 255/89/69).

- 4.4 Turning to the fascia sign, this is LED illuminated individual lettering and comprises acrylic diffuser front face, stainless steel casing returns, LED lighting internally within the body and lighting the front face of the letters only, with a 10mm backing tray. The maximum achievable lighting level will be 500cd/m2. The flat metal backing panel will be RAL 7021 with a PPC finish.

Lancing Street

- 4.5 This elevation will also feature a fascia entrance sign, building logo sign, wayfinding sign applied to the glazed doors, and painted wayfinding signage applied to the access ramp. The design and colouring of these signs is to match the Doric Way and Eversholt Street signage, and the signage at this elevation would be unlit. The painted wayfinding signage will be Power Red (RGB 255/89/69) to match other elements of the proposed signage.

5. Planning Policy Assessment

- 5.1 Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

- 5.2 In this instance, the Development Plan currently comprises:

- The London Plan (2021); and
- The Camden Local Plan (2017).

- 5.3 Regard also needs to be given to material considerations including LB Camden's Planning Guidance and wider planning guidance including the National Planning Policy Framework (NPPF) and Planning Practice Guidance.

- 5.4 The Advertisement Regulations (2007) specify that in determining an application for express consent the decision maker must consider the visual amenity and highway safety impacts of the proposal. It is on this basis which the assessment below is set out.

Impact on Visual Amenity

- 5.5 Local Plan Policy D1 (Design) requires all new development to respect local context and character, preserve or enhance the historic environment and heritage assets, and where particularly relevant to the proposal, integrates building services equipment. With regards to heritage impacts, Policy D2 (Heritage) seeks to protect non-designated heritage assets from harm. There is associated Camden Planning Guidance specifically addressing design and signage.
- 5.6 The proposed signage as a whole is commensurate to the building – exclusively applied to entrances, commensurate to their hierarchy in the context of the main building.
- 5.7 At the Doric Way elevation, the signage remains functional while being coherent in its design when considering the other proposed signage.
- 5.8 Along the Lancing Street elevation the same is true, albeit further signage is necessary considering the greater importance this entrance serves. Painted wayfinding signs are included along the access ramp which will be largely invisible in the surrounding area, but will make clear to users of the building where the appropriate entrance is for cyclists.
- 5.9 Concerning the main entrance signage, this is more prominent while being commensurate to the scale of the building and the entrance itself. This is the location of the only lit sign, which would be appropriately controlled to a maximum acceptable lighting level.
- 5.10 As such, the proposals represent a well-considered and high-quality proposal which would be in keeping with the character and appearance of the area.

Highway Safety Impacts

- 5.11 Given the context of the area and as only a singular sign, above the main entrance, would be lit – and that this lighting would be no greater than 500cd/m² – the proposals would cause no detriment to highway safety.

6. Conclusion

- 6.1 This Planning, Design and Access Statement has been prepared in support of an application for proposed signage at Euston House.
- 6.2 In accordance with the Advertisement Regulations, the proposal should be considered acceptable in terms of its visual impacts and its impacts on highway safety.