

<b>Delegated Report</b>	<b>Expiry Date:</b> 10/01/2014
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<b>Officer</b>	<b>Application Number(s)</b>
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Tessa Craig	2013/7334/A
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<b>Application Address</b>	<b>Application Type</b>
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Fat Face, Unit 28 Euston Station London NW1 2DU	Advertisement Consent
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<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>
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			Grant Advertisement Consent
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<b>Proposal(s)</b>
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Display of 2 x fascia signs with internally illuminated lettering at existing retail unit.

<b>Consultations</b>
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Summary of consultation responses:	N/A
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<b>Site Description</b>
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The site is located on the front forecourt of Euston Station facing Euston Road. The unit is a ground floor shop located to the right hand side of the main entrance doors.

<b>Relevant History</b>
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2013/5910/A - Installation of 1 x fascia sign to shop (Class A1) within railway station terminal. Granted. This proposal did not include rear illumination of signage and therefore the application which is the subject of this report, has been made.

<b>Relevant policies</b>
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**LDF Core Strategy and Development Policies**  
 CS5 – Managing the impact of growth  
 CS14 – Promoting high quality places and conserving our heritage  
 DP24 – Securing high quality design  
 DP25 – Conserving Camden’s Heritage  
 DP26 – Managing the impact of development on occupiers and neighbours

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007**  
 Camden Planning Guidance 2011 (as amended)

## **Assessment**

### **Proposal**

The application relates to two fascia signs with internally illuminated lettering, to the ground floor front and side elevation of the 'Fat Face' store at Euston Station.

### **Design**

The display of 2 x fascia signs with internally illuminated letters. The first sign would be located above the main entrance at ground floor level. The proposed sign would be internally illuminated with white letters on a grey background, reading 'Fat Face, United Kingdom'.

The second sign would be located above the internal mall entrance at ground floor level; the sign would also be white text and grey background and include internally illuminated letters, reading 'Fat Face, United kingdom'.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### **Amenity**

The proposed signs will replace existing 'Fat Face' signs of a similar size and are considered non-obtrusive at this location. The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers at this location.

### **Public Safety**

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### **Recommendation:**

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.