

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		25/04/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2012/1127/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
93 Euston Road London NW1 2RA				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of 1x internally illuminated projecting sign, 1 x internally illuminated hanging sign and 1x internally illuminated fascia sign as a replacement to existing.							
<b>Recommendation(s):</b>		Granted					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
<b>Summary of consultation responses:</b>	N/A						
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	N/A						

### Site Description

The site is located on the south side of Euston Road, it comprises a Starbucks coffee shop at the ground floor level or a large multi-storey, mixed use building.

The site is not listed and is not within a conservation area.

### Relevant History

No recent history

### Relevant policies

#### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

DP30 – Shopfronts

#### Camden Planning Guidance 2011

### Assessment

#### Proposal:

Permission is sought for the replacement of the existing signage as follows:

- 1x internally illuminated fascia sign
- 1 x internally illuminated projecting sign
- 1 x internally illuminated internal hanging sign

#### Assessment:

The proposal seeks to upgrade existing signage with the company's updated logo and branding style, there is however no significant difference proposed, the number, general size, positioning, style of signs, and type of illumination would be the same as existing.

Given the similarities of the proposed signage to the existing there would be no impact on the appearance of the host building or to highway or pedestrian safety.

For the sake of clarity and in order to ensure that the signage complies with Camden Planning Guidance, a condition will be added requiring that just the lettering and logo details are illuminated on each sign.

**Recommendation: Grant advertisement consent.**

#### Disclaimer

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