

Delegated Report

Expiry Date:

02/04/2012

Officer

Carlos Martin

Application Number(s)

2012/0851/A

Application Address

Novotel Hotel
100-110 Euston Road
London
NW1 2AJ

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 3x internally illuminated fascia signs, 1x internally illuminated projecting sign, 1x internally illuminated canopy sign and 1x non-illuminated entrance plaque to replace existing hotel signage (Class C1).

Consultations

Summary of consultation responses:

N/A

Site Description

The application site is a part 16 storey part five storey hotel incorporating a restaurant, conference centre and theatre at ground floor level. It is situated on the north side of Euston Road between Chalton Street and Ossulston Street, adjacent to the British Library. The original building was constructed in the mid 1960's and re-clad in 2000 in conjunction with its conversion to a hotel.

The site lies within the Central London Area and is part of the King Cross/Euston Central London Frontage. It does not lie within a conservation area.

Relevant History

2009/2676/A: display of 3x internally illuminated signs at corner of Euston Road and Ossulston Street and on entrance canopy to hotel (class C1). **Granted** 03/11/2009

ASX0205327: display of: a) Internally illuminated individual letters, projecting and freestanding signs, (Nos. 3,4,5,6,7,8 and 9); b) Internally illuminated individual letters at high level. **Part granted** 11/02/03

AS9904739: display of signage affixed 18.880m above ground floor level to the Euston Road and the Ossulston Street frontages, text and logo halo illuminated. **Granted** 078/09/99

Relevant policies

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

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.

The 3 proposed fascia signs, the proposed projecting sign and the proposed canopy sign would replace existing signs of similar size. Two other signs originally proposed at high level have been removed from the application following officer's advice.

Camden Planning Guidance states that advertisements and signs should integrate with the form, fabric, design and scale of the host building and/or setting, and all adverts should be of a scale and size that respects and is appropriate to the host building and surrounding area. Euston Road is characterised by large buildings and compared to the host building the proposed adverts are relatively modest in scale, as such the proposal complies with current policies which require adverts to respect the predominant character of a neighbourhood.

The Council's planning guidance also states that the type and appearance of illuminated signs should be sympathetic to the design of the building on which they are located. As the building has a modern appearance the illuminated signage does not form an incongruous feature.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

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

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