

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		29/02/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2011/6193/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
PREZZO 161 EUSTON ROAD LONDON NW1 2BD				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 two hanging signs, two illuminated fascia signs, two menu signs and frosted vinyl to be attached through each of the windows fronting the street.							
<b>Recommendation(s):</b>		Grant Advertisement Consent					
<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 corner of Euston Road and Upper Woburn Place. It comprises an historic mixed use building with a restaurant at ground floor level.

The site is not a listed building, but is within the Bloomsbury Conservation Area

## Relevant History

2004/0743/A - Display of two internally illuminated menu boards, two halo lit fascia signs, one halo lit sign above the entrance and two neon lit projecting signs. *Approved 14/04/2004*

## 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

### Bloomsbury Conservation Area Statement

## Assessment

### Proposal

Permission is sought to replace existing illuminated fascias, projecting signs and menu boards with updated signage.

### Assessment

The following would be displayed on the Euston Road elevation:

- 1x halo illuminated built up lettering fascia
- 2x LED bands at fascia level
- 1 x projecting sign
- 1x menu box

The following would be displayed on the Upper Woburn Place elevation:

- 1x halo illuminated built up lettering fascia
- 1 x projecting sign
- 1x menu box

The signage is considered to be acceptable, it replaces signage of very similar style, positioning and size and is, in essence, general upgrading of the shopfront signage. It is considered to respect the character and appearance of the host building and wider conservation area. Halo illumination is appropriate in this part of the conservation area as it is located on a busy thoroughfare where illuminated signage is common.

It is not considered that the signage would have a detrimental on the amenity of adjoining neighbours, or on highway or pedestrian safety. It replaces very similar illuminated signage and is located appropriately so as not to impede pedestrians or distract passing motorists.

## Recommendation: Grant Advertisement Consent

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