

Delegated Report		Analysis sheet		Expiry Date:		28/02/2012	
		N/A / attached		Consultation Expiry Date:		28/02/2012	
Officer				Application Number(s)			
John Nicholls				2012/0010/P and 2012/0265/A			
Application Address				Drawing Numbers			
2 TRITON SQUARE LONDON NW1 3AN				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Installation of two ATMs on the western end of the north elevation and the replacement of sliding doors and the display of new fascia sign above the existing entrance (Option 1).							
Recommendation(s):		Grant Planning Permission and express advert consent.					
Application Type:		Full Planning Permission and advert consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A one off site notice was displayed on 17/1/2012.					
CAAC/Local groups* comments: *Please Specify		The site is not located within a Conservation Area.					

Site Description

The application relates to a modern high rise office building on the north side of Euston Road. This is the company registered head office and flagship site.

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

Relevant History

PS9904132R1 - The erection of a 7-storey building comprising 25,866 sq.m. of B1 office space, including 44.1 sq.m. at ground floor level for use within Class A2, landscaping and servicing at basement level – granted - 26/11/1999

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

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 an internally illuminated fascia sign above an existing entrance, the replacement of the doors within this existing entrance and the addition of two ATM machines to the western end of the northern elevation of the property.

The existing building has a long uninterrupted elevation formed mainly of glass.

Advert

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 sign does 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.

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.

Doors

The existing glass doors open outwards, and these will be replaced with sliding glass doors with a similar metal trim to those being removed. The doors are the same size as those being replaced and therefore are considered acceptable.

ATM's

The ATM's will be fitted into an existing glass panel at ground floor level and will have the red trim of

the bank they advertise.

The location of the ATM's is such that there is adequate visibility in both directions to either side with the uninterrupted glazed wall with no recesses in either direction to either side. There is a small piazza immediately opposite their location along with numerous CCTV cameras and a reasonable amount of foot-fall in the area, which all means that the risk of crime would be minimal.

Recommendation:

The proposed advert, doors and ATM's are therefore considered to be in general compliance with policies CS5, CS14, DP24 and DP26 of the Local Development Framework the application is therefore recommended for approval.

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