

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		28/02/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		28/02/2012	
<b>Officer</b>				<b>Application Number(s)</b>			
John Nicholls				2012/0013/P and 2012/0269/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
2 TRITON SQUARE LONDON NW1 3AN				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>							
Installation of two ATMs and the display of new fascia sign above the existing entrance (Option 2).							
<b>Recommendation(s):</b>		Grant Planning Permission and express advert consent.					
<b>Application Type:</b>		Full Planning Permission and advert 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>		A one off site notice was displayed on 20/1/2012.					
<b>CAAC/Local groups* comments:</b> *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, and the addition of two ATM machines to the eastern 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.

### 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 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 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.