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| Delegated Report | Analysis sheet | Expiry Date: | 28/04/2010 |
| | N/A / attached | Consultation Expiry Date: | n/a |

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| Officer | Application Number(s) |
| Amanda Peck | 2010/0750/A |

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| Application Address | Drawing Numbers |
| 130 Euston Road London NW1 2AP | Refer to draft decision notice |

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| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature |
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| Proposal(s) |
| Display of two illuminated "Unison" signs to the 9th floor Euston Road elevation and 4th floor Churchway elevation, and of one freestanding sign with uplighting on the entrance forecourt of the Euston Road south elevation. |

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| Recommendation(s): | Grant Advertisement Consent |
| Application Type: | Advertisement Consent |
| Conditions or Reasons for Refusal: | Refer to Draft Decision Notice |
| Informatives: | |

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| Consultations | | | | | | |
| Adjoining Occupiers: | No. notified | 00 | No. of responses | 00 | No. of objections | 00 |
| | | | No. electronic | 00 | | |
| Summary of consultation responses: | n/a | | | | | |
| CAAC/Local groups* comments: <small>*Please Specify</small> | n/a | | | | | |

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| Site Description |
| This site is part of the redevelopment of the former Elizabeth Garrett Anderson Hospital at 126-144 Euston Road. The new Unison office block is located adjacent to the Grade II Listed building on the corner of Euston Road/Churchway which is being refurbished as part of the scheme. Immediately adjoining the site to the east are single storey shop fronts projecting from two attractive Victorian buildings, including the Grade II Listed "Rocket" public house. Opposite the site is the six storey Premier Inn hotel. It is not within a conservation area. |

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| Relevant History |
| 126-144 Euston Road - 2007/3736/P Demolition of buildings on site (apart from listed wing building) and redevelopment to provide offices, housing and retail floorspace, disabled car parking and associated access and landscaping. |

Relevant policies

Camden Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General design principles

B4b – Advertisement and Signs

B6 – Listed buildings

Local Development Framework Camden Development Policies Proposed Submission (under examination)

The following policies in the draft LDF Core Strategy and Development Policies documents have been taken into consideration

CS1 – Distribution of growth

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

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

Camden Planning Guidance 2006

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

Proposal

The following adverts are proposed on the building:

- One illuminated "Unison" sign to the 9th floor Euston Road south elevation – the dimensions of the sign are 1.5m high x 7.6m wide x 0.15m deep. The maximum height of any individual letters on the sign will be 1.5m. The stainless steel and acrylic sign consists of letters only with no background. They will be internally illuminated using fibre optics to be lit white, green or purple. The letters are suspended from the building using stainless steel suspension rods fixed to the steel beam and sit within the recess of the window reveal. They do therefore not project beyond the front face of the building façade.
- One illuminated "Unison" sign to the 4th floor Churchway elevation – the dimensions of the sign are 0.6m high x 3.2m wide x 0.1m deep. The maximum height of any individual letters on the sign will be 0.6m. The stainless steel and acrylic sign consists of letters only with no background. They will be internally illuminated using fibre optics to be lit white, green or purple. The letters are suspended from the building using stainless steel suspension rods fixed to the steel beam and sit within the recess of the window reveal. They do therefore not project beyond the front face of the building façade; and
- One free standing sign with uplighting to the entrance of the Euston Road south elevation – This sign is located adjacent to the entrance ramp on an existing small podium. The dimensions of the sign are 0.9m high x 4.5m wide x 0.2m deep. The maximum height of any individual letters on the sign will be 0.9m. The stainless steel sign consists of letters only with no background. They will be externally illuminated with recessed uplighters to the podium.

In addition to the above it is proposed that the street name and number is to be engraved into the granite cladding on the entrance podium and tinted film is to be applied to the glazing with the Unison "wave" logo adjacent to the illuminated Unison signs on the building. These works do not require advertisement consent.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider visual amenity and public safety matters in determining advertisement consent applications.

Visual Amenity

The proposed fascia signs and entrance signs will integrate with the form, fabric, design and scale of the host building. They are of a scale and size that respects and are appropriate to the host building

and this part of Euston Road. Even though the fascia signs are located on the top of each of the buildings elevations, it is not considered that they are visually obtrusive.

Method of illumination

There is no flashing illumination proposed and the inclusion of illumination on this new building is thought to be appropriate given its location on a main road in a commercial area. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed illumination is not thought to adversely affect the setting or appearance of the adjacent listed buildings.

Public Safety

Euston Road is a very busy main road while Churchway is a bus route to and from Euston Station. The location, size and method of illumination of all the proposed signage is not considered to be harmful to either pedestrian or vehicle traffic as the signs are unlikely to obscure or hinder the interpretation of any road traffic sign and the signs are unlikely to distract motorists. The proposal is, therefore, in accordance with policy SD6.

Recommendation

The proposed adverts are in general compliance with policies SD6, B1, B4(B), B7 of the Camden Unitary Development Plan (2006) and the application is therefore recommended for approval.

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