

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		21/01/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number</b>			
Max Smith				2009/5668/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Santander House 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>							
Display of external Halo illuminated letters & log to the south elevation facing Euston Road.							
<b>Recommendation:</b>		Refuse 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>		None received to date.					
<b>CAAC/Local groups comments:</b>		None received to date.					

## Site Description

A large modern office block fronting onto Euston Road. The vicinity of the site is characterised by large commercial premises. Not in a conservation area.

## Relevant History

2004/1706/A: Display of externally illuminated sign at high level on the eastern elevation. Approved 12/05/2004.

2009/3538/A: The display of a face illuminated sign to replace existing at sixth floor level and two vinyl non-illuminated signs at ground floor level. Granted 30/09/2009.

## Relevant policies

### Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours

B1 General design principles

B4(b) Advertisements and Signs

**Camden Planning Guidance (2006)** Section 2: Advertisements and signs

## Assessment

### Proposal

Consent is sought for a sign consisting of an illuminated logo and lettering, measuring 1.9m in height and 9m in width. The sign would be positioned on the building's south elevation, facing onto Euston Road, at a height of 19.2m above the ground.

### Main Considerations

1. Visual amenity
2. Highway safety/residential amenity

### Visual Amenity

The sign would be of a substantial scale and, with its halo illumination and height above the ground, would be well visible in the vicinity of the building and in long views along Euston Road.

Camden Planning Guidance states that generally advertisements will only be acceptable at a height no greater than fascia level. It also notes that advertisements above fascia can appear visually obtrusive and unattractive and if an advertisement is required at high level for a specific business use then this will usually be restricted to windows.

It is noted that permission was granted recently for a similar sign at a high level on the east elevation of the building (ref: 2009/3538/A). However, this was replacing an existing sign and was granted as an exception to the guidance against high level advertising. The proposed sign would have a cumulative impact with this sign and two other vinyl signs at ground floor level (also approved under 2009/3538/A) to give an impression of a clutter of advertisements on the building, particularly when viewed from the east along Euston Road. This impression would not be helped by the fact that the proposed advertisement would be set at a lower level than the approved one on the east elevation. It should also be noted that despite the number of large commercial premises, the distribution and scale of signs and advertisements in the area is restrained. Examples of advertisements above fascia level on buildings are very limited. Should this application be approved, the further proliferation of high level signs would be difficult to resist, further eroding the visual amenities of the area.

Given the visual prominence of the site, the size and illumination of the advertisement and the number of advertisements already fixed to the building, it is considered that the proposal would constitute visual clutter to the detriment of the visual amenity of the building and wider area, contrary to policy B4(b) of the UDP. Refusal of the sign is therefore recommended.

### Highway Safety / Residential Amenity

Given the distance between the advertisement and the public highway and its height, it is not considered that there would be any implications for highway safety. There are no residential units in sufficient proximity to be adversely affected.

**Recommendation.** Refused Advertising Consent.

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