

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		19/01/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		n/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Tulloch				2009/5261/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Virgin Active Health Club Triton Square London NW1 3XB				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 1 x internally illuminated freestanding sign on front boundary with Triton Square.							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		No representations received					
<b>CAAC/Local groups* comments:</b> *Please Specify		No representations received					

### Site Description

The Regent's Place development is bounded by Longford Street and Drummond Street to the north, Osnaburgh Street to the west, Hampstead Road to the east, and Euston Road to the south. The application site is a part five/part six storey modern office building south of Longford Street. The ground floor of the building is split into two with management offices and nursery on the west side and a health club on the east side, separated by a ground floor underpass. The site does not lie within a conservation area.

### Relevant History

**9003269** Outline permission for the redevelopment of the site 09/11/90

**9400594** Extension of the time period for the submission of reserved matters

### Relevant policies

#### **London Borough of Camden Replacement Unitary Development Plan 2006**

B1 General design principles

B4 Shopfronts, advertisements and signs

#### **Camden Planning Guidance 2006**

Adverts

Pedestrian movement

## Assessment

### Proposal

The ground floor of the application site comprises a health club on the east side running alongside a ground floor underpass which separates it from the adjacent ground floor commercial uses on the west side. It is proposed to erect a free-standing the sign outside the southern entrance to the health club at the ground floor of 50 Triton Square. The sign would be 2500mm tall, 917mm wide, 400mm deep, and internally illuminated.

### Assessment

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

### Amenity

The Regent's Place site is made up of approximately eleven buildings ranging from part 2 storey buildings along Drummond Street to the 36 storey Euston Tower, creating a pedestrian precinct of private public space. The mixed use development is predominantly office space with various other commercial uses at ground floor level.

All development is required to respect its site and setting, and a 2500mm high sign is not considered out of scale in the context of its surroundings. The proposed sign would be black powder coated aluminium with internally illuminated white lettering, the design is considered appropriate for its modern surroundings.

Camden's planning guidance states that free standing signs will not usually be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway. There are two directional signs on this side of Triton Square and lighting bollards, but the vicinity is not considered to be over cluttered.

Camden's planning guidance recommends a minimum footway width of 3m for busy pedestrian streets and 1.8m for normal pedestrian streets, although this is generally taken to be the minimum distance between a pavement obstruction and the kerb. The proposed signage is next to the south entrance of the health club and within 600mm of the corner of the entrance, but it would leave at least 2.5 metres between the proposed sign and the adjacent street furniture which is not considered to impair pedestrian movement.

Freestanding signs on footpaths that are not alongside roads also need to maintain appropriate visibility, the sign's proposed location is not considered to affect sightlines between the health club and adjacent buildings.

There are no residential properties surrounding the site.

### Public safety

The location of the proposed sign is such that it cannot be seen from a road so there would be no effect on vehicular traffic. As this part of Regent's Place is car free there is no risk of forcing pedestrians into the road, nor would the location and size of the sign be considered to contribute to anti-social behaviour.

### Recommendation

Grant advertisement consent

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