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| Delegated Report | | Analysis sheet | | Expiry Date: | | 13/04/2009 | |
| | | N/A | | Consultation Expiry Date: | | 17/03/2009 | |
| Officer | | | | Application Number(s) | | | |
| Eimear Heavey | | | | 2009/0958/A | | | |
| Application Address | | | | Drawing Numbers | | | |
| 293 Euston Road & 75 Warren Street London NW1 3AD | | | | Refer to draft decision notice | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Display of an internally illuminated fascia (text only) and projecting sign to the Euston Road elevation, and a halo illuminated fascia sign and internally illuminated projecting sign to the Warren Street frontage. | | | | | | | |
| Recommendation(s): | | Grant Advertisement Consent | | | | | |
| Application Type: | | Advertisement 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: | | N/A | | | | | |
| CAAC/Local groups* comments: <small>*Please Specify</small> | | N/A | | | | | |
| Site Description | | | | | | | |
| The application site comprises a unit on the ground floor of 'Warren Court' a 7 storey building which incorporates residential units on the upper 6 floors. The application site is currently occupied by a music store with ancillary restaurant and can be accessed via Warren Street and via Euston Road. The building is not listed nor is it located within a Conservation Area. The site is however, located within the Central London Area but outside of any designated retail frontages. | | | | | | | |
| Relevant History | | | | | | | |
| 2008/5785/P – Planning Permission was granted on 01 April 2009 for a change of use from retail shop (Class A1) with ancillary restaurant to financial and professional services (Class A2). | | | | | | | |
| 11631 – Planning Permission was granted in September 1971 for the extension and alteration of existing bank with new fronts | | | | | | | |

Relevant policies

Replacement UDP 2006

S1/S2 – Sustainable Development, Strategic Policy

SD6 – Amenity for Occupiers and Neighbours

SD7a – Light Pollution

B1 – General Design Principles

B4b – Advertisements and Signs

Camden Planning Guidance 2006

Assessment

Proposal

Advertisement consent is sought for the display of an internally illuminated fascia (text only) and projecting sign to the Euston Road elevation, and a halo illuminated fascia sign and internally illuminated projecting sign to the Warren Street frontage.

Main Planning Considerations

- The impact of the proposed signage on the character and appearance of the building and the surrounding area;
- The impact of the proposed signage on public safety and residential amenity.

Assessment

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive. It also states that the erection of an advertisement shall not negatively affect the aesthetic appearance, amenity or character of the area in which it is placed and that advertisements will not be considered acceptable where they impact upon public safety.

The proposed luminance levels for the proposed signs would be maximum 800 candela per square metre of area illuminated and the proposed dimensions of the advertisements are as follows:

Euston Road Elevation

Internally Illuminated fascia sign: 900mm depth x 675mm height x 4725mm length. The surround signage and casing will be finished in blue and will be fixed to the wall by brackets. Only the text and flag logo will be illuminated, the face panel shall be non-illuminated.

Projecting box sign: 150mm depth x 750mm height x 700mm length. The proposed sign case would be constructed in stainless steel and the casing would be finished in blue. The text and flag logo would be internally illuminated whilst the face panel would be non-illuminated.

Warren Street Elevation

Halo Illuminated fascia sign: 60mm x 45mm high, built up stainless steel letters and flag logo with halo illumination behind, fixed directly to wall.

Projecting box sign: 150mm depth x 750mm height x 700mm length. The proposed sign case would be constructed in stainless steel and the casing would be finished in blue. The text and flag logo would be internally illuminated whilst the face panel would be non-illuminated.

In light of this it is considered that the size, location and extent of projection of the proposed advertisements would be not be visually obtrusive and would therefore not adversely impact upon the original building or the surrounding streetscene.

Public Safety and residential amenity

The proposed advertisement is not considered to impact upon public safety and is not considered to be hazardous to vehicular traffic or pedestrian traffic.

Conclusion

The proposal is considered to accord with the relevant policies in the Replacement UDP 2006 and to the guidelines set out in Camden's Planning Guidance as it will not be detrimental to the character and appearance of the original building and does not pose a threat to public safety.

Recommendation: Grant Advertisement consent

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