

Delegated Report		Analysis sheet		Expiry Date:		16/07/2007	
		N/A / attached		Consultation Expiry Date:			
Officer				Application Number(s)			
Adele Castle				2007/2509/A			
Application Address				Drawing Numbers			
72 Euston Square London NW1 1DJ				Site Location Plan ; Drawing Sheet 1-4; 2-4; 3-4; 4-4			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of internally illuminated fascia and projecting signs, and non illuminated banner sign to a hotel.							
Recommendation(s):		Part Grant/ Part Refuse					
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: *Please Specify	n/a						

Site Description

Application site relates to a vacant plot of land with planning permission for the construction of a four-storey hotel/residential building with a 23m tall corner element on Eversholt Street and Grafton Place. Work is currently underway although no substantial development has occurred to date. Permission is sought for the display of 5 adverts at the site. The site is not located in a conservation area however; Grafton Place forms the northern boundary of the Bloomsbury conservation area. The conservation area runs westwards towards Euston Square and southwards to include the grade II listed fire station building which occupies a large corner plot with frontages on Euston Road, Eversholt Street and Grafton Place and lies in close proximity to the site to the south east.

Relevant History

PP (2005/3864/P) granted 8/12/2005 for the redevelopment by erection of a part four storey plus basement and part eight storey plus basement building to provide a 151 bedroom hotel, 16 affordable/key worker residential units (12 one-bed and 4 two-bed units) and a retail unit (Class A1).

Advert consent (2007/0542/A.) part approved/ part refused for display of internally illuminated fascia and projecting signs to a hotel. Refusal of high level signs.

Relevant policies

B4b, B7

Assessment

This application follows a previous application for signage at a hotel which is currently under construction.

Permission is sought for the following signs:

Eversholt elevation:

An internally illuminated horizontal fascia sign above fascia level. Sign 02. This sign is considered acceptable.

A non-illuminated banner sign at second to third floor level. Sign 01. This is a high level sign, contrary to UDP SPG guidance and is not acceptable.

Grafton Place elevation:

An internally illuminated horizontal fascia sign above fascia level is proposed at the north east end of the building. Sign 04. This sign is considered acceptable.

Sign 03 already has approval. An informative is recommended to ensure this is clear.

Recommend approval of two horizontal signs 02, 04 and refusal of banner sign 01.