

**tp bennett**

**Fitzroy House**

**355 Euston Road**

**Planning and Design Commentary**

**tp bennett for Entertainment One**

**October 2014**

## 1 INTRODUCTION

- 1.1 This statement is submitted in support of an application for advertisement consent on behalf of our client Entertainment One in relation to the display of 5no.digital display boards and 2no. company logo manifestations within the window frames of the existing building at ground floor level - Fitzroy House, 355 Euston Road, London, NW1 3AL.
- 1.2 This statement addresses specific issues raised by the case officer in an email dated 27<sup>th</sup> February 2014 in relation to the following:
- The Impact upon the adjacent conservation area
  - Highway Safety
  - Design
- 1.3 Each of the above issues is discussed below in light of the relevant planning policy framework.

## 2 PLANNING POLICY

2.1 The relevant policies for assessing the acceptability of this proposal are contained in the NPPF (2012) and Camden’s Supplementary Planning Guidance CPG1 – Design (2013). There are no applicable policies in Camden’s Core Strategy or Development Policies Document.

### The NPPF (2012)

2.2 Para 67 *“Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

### Camden Planning Guidance: CPG1 Design: 8: Advertisements Signs and Hoardings

2.3 The key message of this planning guidance provides three general issues that satisfactory advertisement proposals take into account:

- The character and design of the property
- The appearance of the surroundings; and
- The external fabric of the building

2.4 Further detailed guidance is also provided:

- Para 8.6 *“advertisement and sign should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surrounding and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique style of advertisement and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. “*
- Para 8.8 *“advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g block sight lines, emit glare) or pedestrian traffic (e.g disrupt the flow of pedestrian movement).*
- Para 8.9 *“advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisement on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.”*
- Para 8.11 *“the illumination levels of advertisement should be in accordance with the standards set by the institute of lighting engineers technical report number 5 (second edition).*
- Para 8.12 *“the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination...should be*

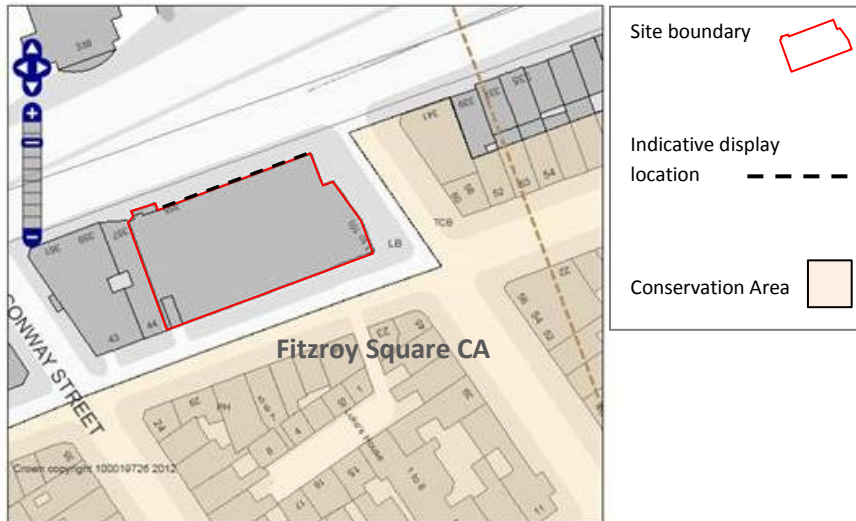
*determined by the design of the buildings. Illuminated signs should not be flashing or intermittent, whether internally or externally (illuminated).*

### 3 COMMENTARY

#### Impact upon the conservation area

- 3.1 The site is adjacent to (but not within) the Fitzroy Square Conservation Area (figure 1), the boundary of which extends to include 341 Euston Rd (east of the site on Fitzroy St).

Figure 1 – Conservation Area Boundary



- 3.2 The Fitzroy Square Conservation Area Character Appraisal describes the northern part of the conservation area (adjacent to the site):

- Para 6.26, “only part of the north side of Warren Street is in the Conservation Area, and consists of a group of three and four storey terraces, No’s 53, 58-60 being listed...Turning the corner, and with a frontage at No 341 Euston Road, is a slightly larger four-storey Victorian building, which is currently painted dark green with white-painted decorative window heads, dentil cornice and contrasting branding. The building is home to Margolis Interiors.”

- 3.3 341 Euston Road forms part of a collection of buildings within the conservation area. The collective character of these buildings bears little to no relation with the application site in the context of this application, as the proposed display boards are located on the northern façade of 355 Euston Road.

- 3.4 There are only a few vantage points on Euston Road where both the proposed display boards and buildings within the Conservation Area are in the same view (Figure 2). Furthermore the display boards are proposed on recessed windows behind the buildings structure, which minimises their prominence on the elevation (figure 3). The impact of the proposal upon the character of the conservation area would therefore be limited.

Figure 2 – Relationship with buildings within the Conservation Area



3.5 Furthermore, paragraph 8.9 of CPG-1 is clearly concerned with advertisements within Conservation areas.

3.6 Figure 3 Pedestrian view, (east facing)





Highway safety

- 3.7 Euston road is a busy road though much of the traffic is very slow moving and the pedestrian crossing outside the site increases the congestion. Motorists in any event will be limited to oblique views of the display boards (figures 4 and 5). Planning Conditions can be agreed to limit the luminance levels and hours of use.

Figure 4 Motorist view, (east facing)



Figure 5 – Motorist view, (west facing)



- 3.8 The proposed display boards do not block sight lines, emit excessive glare or disrupt the flow of pedestrian movement and are therefore not detrimental to public safety in line with the NPPF (para 67) and local planning guidance in CGP-1 (para 8.8).

**Design (height and size)**

- 3.9 The size of the proposed display boards is relative in size and scale to the window space they accommodate (figure 6). The type and appearance of the boards is sympathetic to the host building which itself has been recently upgraded with new cladding. The proposed display boards are compatible with the host building and surrounding environment. The proposal is therefore compliant with design guidance set out in para 8.6 of CPG-1.
- 3.10 The display boards comprise 5 x digital screens of 1280mm x 1961mm, displaying static images which change at set intervals (figure 6). It is intended that the boards will display essentially static images with a degree of “soft” motion (i.e. not video), with a rolling display of several advertisement at a time.
- 3.11 Far larger adverts are located along Euston Road (figure 7), as well as a large illuminated billboard on the bridge above the underpass (figure 8). The latter is larger, brighter and a significantly bigger distraction to motorists than this modest proposal.

Figure 6- Visualisation of proposed display screen





Figure 7 – large full pane adverts (corner of Euston Rd and Conway St)

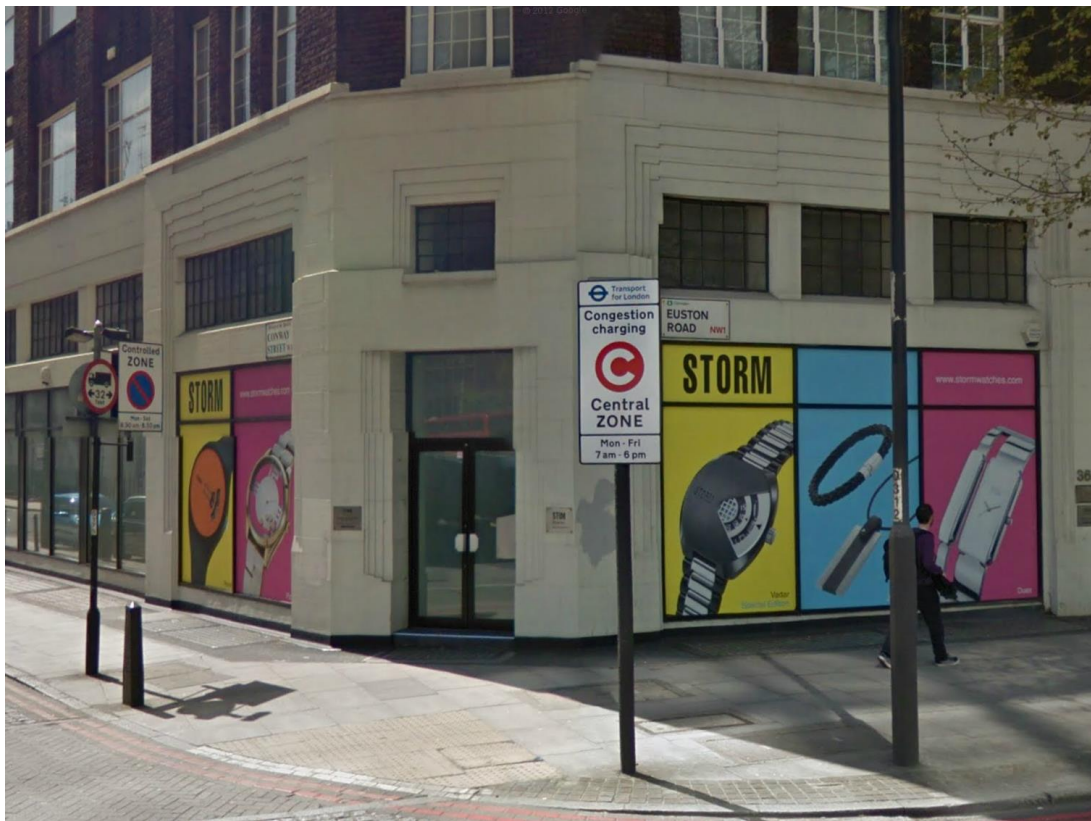
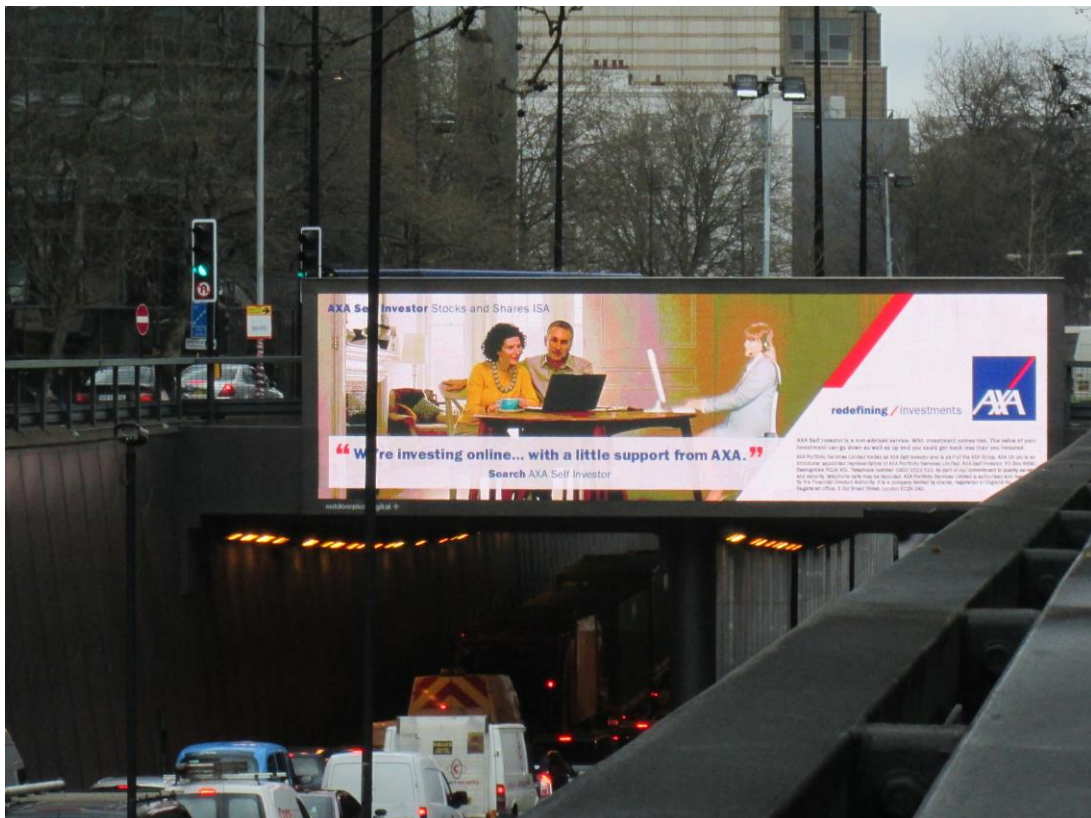


Figure 8 – Overhead illuminated billboard (east of site on Euston Road)



**4 Conclusion**

- 4.1 The proposal by virtue of its design, size and location is compliant with planning policies within the NPPF and Camden's Supplementary Planning Guidance CPG1 – Design (2013). The proposal respects the character and design of the parent property, its appearance, surroundings and external fabric.
- 4.2 Supplementary Planning Guidance CPG1 – Design (2013) is clearly aimed at controlling advertisements on buildings within conservation areas. This proposal for advertisement consent is upon a building outside of a conservation area and will have a limited impact upon the adjacent conservation area.
- 4.3 The visualisations of the proposal in context show that the proposal is in keeping with the surrounding context, is of a size scale and nature compatible within the street. The advertisements will clearly not be of detriment to public or highway safety and planning conditions to control the luminance levels will ensure this. As the proposal is not of detriment to the character of the adjacent conservation area, highway or public safety, and raises no issues in terms of amenity it is wholly compliant with paragraph 67 of the NPPF and local guidance contained within Supplementary Planning Guidance CPG1 – Design (2013).