



HC/TB/P20-2834

12<sup>th</sup> August 2021

London Borough of Camden  
Development Management  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

Dear Sir/Madam,

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)**  
**Application for Advertisement Consent**  
**Unit 4, Euston Tower, 286 Euston Road, London, NW1 3DP**  
**Planning Portal Ref: PP-10101062**

Pegasus Group have been instructed on behalf of *Euston Tower Limited* ('the Applicant') to submit an application for advertisement consent at Unit 4, Euston Tower, 286 Euston Road, London, NW1 3DP for the following:

*"Installation and display of signage, including 2no. internally illuminated fascia signs and 2no. internally illuminated projecting signs."*

Accordingly, the following documents have been submitted via the Planning Portal (PP-10101062):

1. Advertisement Application Form;
2. A copy of the following architectural drawings:
  - a. Site Location Plan (drawing no. PL-500 Rev. 1);
  - b. Site Block Plan (drawing no. PL-501 Rev. 1);
  - c. Existing Floor Plan (drawing no. PL-502 Rev. 0);
  - d. Proposed Floor Plan (drawing no. PL-503 Rev. 0);
  - e. Existing Exterior Elevations (drawing no. PL-504 Rev. 0);
  - f. Proposed Exterior Elevation (drawing no. PL-505 Rev. 1);
  - g. Signage Detail (drawing no. PL-506 Rev. 0);
3. Planning Assessment (included within this letter); and
4. Photographs (included within this letter).

The application fee of £132.00 will be submitted to the Council under separate cover.

**Site Description**

The application site comprises Unit 4 within Euston Tower, part of the wider Euston Centre development. The site fronts onto Hampstead Road to the east and Euston Road (A501) to the south. Euston Tower comprises predominantly of office accommodation, with a

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DESIGN ENVIRONMENT PLANNING ECONOMICS HERITAGE

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number of retail, and food and drink uses at ground floor level including Nuvola Coffee, Starbucks and Pret A Manger.

The retail unit forming the application site is set across the ground floor of the north-eastern corner of Euston Tower, benefitting from elevations to Hampstead Road (A400) and along the pedestrianised Brock Street to the north. The site comprises retail use (Class E) and is currently vacant, having formerly been occupied by Cycle Republic.

The site is surrounded by commercial office buildings which similarly comprise of retail or food and drink uses at ground floor level.

The site is not located within a Conservation Area and there are no listed buildings within or adjacent to the site.

According to the Environment Agency Flood Risk Map, the site lies within Flood Zone 1, which indicates a 'low' probability of flooding.

### **Planning History**

The relevant planning history of the site is set out below:

**PS9904130R1** – *Alterations to and refurbishment of the elevations of the podium of the Euston Tower incorporating the provision of new shop frontages at ground floor, together with landscaping and a wind shelf. Use of the ground floor of the Podium of the Euston Tower for mixed uses (including Classes A1, A2, A3, D1) and office entrance and foyer to upper floors. Change of use of the first floor of the Podium of the Euston Tower to use as B1 office.* Approved 26 November 1999.

**2011/2917/A** – *Display of 2 x non-illuminated signage to front elevation of Sainsbury's shop.* Approved 6 July 2011.

**2013/6669/P** – *Division of the existing retail unit to the northern side of the ground floor into 2 x retail units and associated alterations to shopfront including alterations to the doors and louvres and removal of ATM machine.* Approved 28 November 2013.

**2014/7457/P** – *Installation of a fire exit door on the ground floor northern side elevation of the existing retail unit (A1 use) retrospective.* Approved 3 June 2016.

**2014/6011/A** – *Display of 2 x non-illuminated fascia and 2 x non-illuminated projecting signs on the west and south elevations of the existing shopfront.* Approved 17 October 2014.

An application has also recently been submitted for the following proposed works, "shopfront alterations comprising new replacement door", which is currently pending a decision.

### **Proposed Advertisements**

This application seeks the removal and replacement of the existing signage in order to facilitate occupation of the unit. Specifically, the application seeks advertisement consent

for the installation and display of the following advertisements:

- 2no. internally illuminated fascia signs, one to Hampstead Road and one to Brock Street; and
- 2no. internally illuminated projecting signs, one to Hampstead Road and one to Brock Street.

The signage scheme will also incorporate branded vinyls that will be internally applied to the glazing along Brock Street. Given the siting of the vinyl inside the building, these advertisements benefit from deemed consent under Class 12, Part 1 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and therefore express consent is not sought for these, however they are shown on the proposed elevation drawings for completeness.

### **Planning Policy**

the Development Plan for the London Borough of Camden consists of the Camden Local Plan (2017) and the London Plan (2021).

Other material considerations include (but are not limited to), the National Planning Policy Framework (NPPF, 2021), supplementary planning documents and planning guidance.

The key policies relevant to this application are outlined below.

#### Camden Local Plan (2017)

**Policy D1 'Design'** states that the Council will seek to secure high quality design in development. The Council will require that development respects local context and character, comprises details and materials that are of high quality and complement the local character, integrates well with the surrounding streets and contributes positively to the street frontage, and carefully integrates building service equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

**Policy A1 'Managing the Impact of Development'** outlines that the Council will seek to protect the quality of life of occupiers and neighbours and will grant permission for development unless this causes unacceptable harm to amenity.

**Policy D4 'Advertisements'** states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that contribute to an unsightly proliferation of signage in the area; contribute to street clutter in the public realm; cause light pollution to nearby residential properties or wildlife habitats; have flashing illuminated elements; or impact upon public safety. The Council will also resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

## **Planning Assessment**

This application seeks advertisement consent in order to facilitate the occupation of the vacant commercial unit at Unit 4, Euston Tower. Specifically, the proposal seeks advertisement consent for the installation and display of 2no. internally illuminated fascia signs and 2no. internally illuminated projecting signs, with one of each type of sign being placed on the two elevations, on Hampstead Road and Brock Street.

The proposed signage scheme has been designed to be of high-quality appearance which will respect the character and appearance of the host building and wider streetscene, in accordance with Policy D1. The application site benefits from two elevations, therefore the proposed number of signs is considered appropriate with one fascia sign and one projecting sign per elevation. The even dispersal of the proposed signs across the site will ensure no undue visual clutter. Additionally, the principle of fascia signage and projecting signs to both elevations, has been established through grant of advertisement consent ref. 2014/6011/A, which allowed for the installation of three fascia signs and two projecting signs for the previous occupier, Cycle Republic. This proposal is a clear reduction in the number of signs and should therefore be considered acceptable in this sense.

One of the proposed fascia signs will be located centrally above the main customer entrance on Hampstead Road which will enhance legibility for customers, whilst ensuring that no architectural features will be obscured. The other fascia sign on Brock Street will be placed towards the corner with Hampstead Road, again to improve legibility and draw customers to the main entrance.

The scale of the proposed signage is considered appropriate when viewed in context of the scale of the host building, which is over 30 storey's in height, however also within the scale of the existing shopfront at ground floor level. The fascia signs will remain sited comfortably within the confines of the existing fascia panel around the unit. They will comprise of individual lettering so as to further reduce their visual scale and ensure that they do not obscure any architectural features.

In terms of detailed design, the signs will incorporate high quality materials, including a limited amount of acrylic and vinyl to the lettering only, with black aluminium powder coated returns to the fascia signs. The use of these high-quality materials to both elevations will ensure visual continuity throughout the shopfront. The muted colours are considered appropriate for the building.

Both of the proposed projecting signs will maintain a level of clearance of 3.7m from the pavement, therefore ensuring that they will not have a detrimental impact upon the safety of passers-by.

With regard to method of illumination, the proposed fascia and projecting signs will comprise internally illuminated individual letters. The principle of internally illuminated signage will be in keeping with the contemporary character of the host building and is well established within the wider surrounding area. Indeed, the principle of internally illuminated signage within the surrounding area has been previously supported by the Council, including at Unit 1 Euston Tower (Pret a Manger) which was granted permission for three internally illuminated fascia signs in June 2015. Notwithstanding this, careful

consideration has been given to ensure that the level of illumination will be relatively subtle and will be limited to individual lettering only in order to reduce the visual impact.

In summary, the development proposes the installation of 2no. internally illuminated fascia signs and 2no. internally illuminated projecting signs set at fascia level across the two elevations of the unit. As such the proposal will result in the reduction the amount of external signage on the host building. Notwithstanding this, the proposal has been designed with careful consideration given to scale, siting and detailed design of the advertisements to ensure there will be no adverse impact on visual amenity or public safety, whilst respecting the character and appearance of both the host building and the wider streetscene. The level of illumination, where proposed, will be minimal and discreet. The proposed advertisements therefore will accord with the requirements of the National Planning Policy Framework, the London Plan, and the Camden Local Plan, including policies D1, D4, and A1.

### **Conclusion**

This application comprises a high-quality signage scheme which will facilitate occupation of the unit and will be compliant with both local and national planning policy.

The number of external signs proposed is reduced when compared to the previously approved advertisement schemes. Notwithstanding this, careful consideration has been given to the scale, siting and detailed design of the proposed signage in order to ensure that the proposal will respect the character and appearance of the host building and the streetscene. The principle of internally illuminated signs has been established through grant of advertisement consent in the vicinity of the site. Notwithstanding this, the level of illumination, where proposed, has been designed to be minimal and discreet. The design has also been considered to ensure that there will be no adverse impact on highways or pedestrian safety.

Taking the above into consideration, it is clear that the proposed advertisements are in accordance with national, regional, and local planning policy.

I trust that the above and enclosed is sufficient to allow the validation of this application and I look forward to receiving confirmation of this in due course. If you require any additional information, please do not hesitate to contact me.

Yours faithfully,

  
**Thomas Beard**

Senior Planner

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