

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:		04/07/2012	
		N/A / attached		Consultation Expiry Date:		14/06/2012	
Officer				Application Number(s)			
Elaine Quigley				(i) 2012/1939/P (ii) 2012/1940/L (iii) 2012/1941/A			
Application Address				Drawing Numbers			
German Gymnasium 26 Pancras Road London NW1 2TB				See draft decision notices			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
(i) Installation of nine CCTV cameras for a temporary period from 11th July to 20th September 2012 in connection with the 2012 Olympic Games and Paralympic Games. (ii) Installation of digital display at first floor level and nine CCTV cameras for a temporary period from 11th July to 20th September 2012 in connection with the 2012 Olympic Games and Paralympic Games. (iii) Installation of digital display at first floor level for a temporary period from 11th July to 20th September 2012 in connection with the 2012 Olympic Games and Paralympic Games.							
Recommendation(s):		(i) Grant planning permission subject to conditions (ii) Grant listed building consent subject to conditions (iii) Grant advertisement consent subject to conditions					
Application Type:		Full Planning Permission Listed Building Consent Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	01	No. of objections	01
			No. Electronic	01		
Summary of consultation responses:	<p>A site notice was displayed on 17/05/2012 (expired 07/06/2012) and an advertisement was published in the local paper on 24/05/2012 (expired 14/06/2012). One letter of objection has been received from High Speed One Limited (owners of St Pancras station). The following objections have been raised:</p> <ul style="list-style-type: none"> The proposal would dominant the lines of sight north towards the Grade I listed granary building and the new much acclaimed public realm lying east west between the two stations. The views of which are acknowledged within the Kings Cross Conservation Area Statement as being of significant heritage importance. The proposal is at odds with guidance given to advertising at St Pancras where any such advertising should not be visible externally and that key views out of and towards St Pancras Station must be maintained in line with Camden's SPG contained in the Kings Cross Conservation Area Statement. It states that illuminated signage / advertising is inappropriate in the context of the listed buildings and the conservation area. Although the Olympics present special circumstances, it is these circumstances where there will be large numbers of visitors, that London's ensemble of heritage buildings should be seen at their best. The principle of the temporary erection of visual illuminated film, fixed to the external fabric of the listed building requiring drilling into the fabric is entirely contrary to advice. The proposal would undermine and diminish the character and significance of the conservation area and the historic buildings within it. It does not relate to the design of the German Gym and detracts from its character. The setting of St Pancras would be compromised and views out of the station would be unbalanced by the dominating effect of the illuminated sign. This does not present London's heritage fabric in the best possible manner. The images that have been approved at St Pancras Station have been developed to recognise and celebrate the work and contribution of the volunteers in making the Games happen. The images celebrate that community involvement rather than promoting a commercial produce as in the traditional means of advertising. It is a positive scheme that recognises the public involvement, promotes public participation and embraces the spirit of the Games whist promoting positive community and societal benefits. The proposed development at the German Gym would have a significant negative impact on this message both directly through the visual impact and indirectly through the message that the proposed image conveys 					
CAAC/Local groups* comments: *Please Specify	<p>Kings Cross CAAC – no response to date</p> <p>English Heritage – comments Although English Heritage has not been formally consulted on the applications (as the building is Grade II) they have provided express advice in respect of the proposal. They raised concern about the images that would be displayed on the screens and the fact that it does not appear to offer any public benefit that would demonstrably outweigh the harm to the heritage asset. They are also concerned</p>					

	about the method of fixing the screens into the mortar joints and its repair when they are removed.
--	---

Site Description

The application site is located on the west/southwest side of Pancras Road and comprises a two storey building known as the German Gymnasium which is a Grade II listed building. It is located within the Kings Cross Conservation Area. Within the setting of the listed building there are a number of Grade I and II listed buildings which includes the Grade I listed St. Pancras Station and former Midland Hotel and Kings Cross Station and the Grade II listed Stanley Buildings and the Great Northern Hotel.

The former Gymnasium building is a prominent rectangular building, built of multi coloured stock brick with red brick dressings and a slate covered hipped roof which is lit by a ridge lantern. The prominent south-west elevation, which houses 3 entrance doors, is three storeys high and 5 bays wide; pierced by 5 rounded arched openings at ground floor level, 5 pointed arch windows above and an oculus beneath a deep Lombard frieze at eaves level. The south-east elevation is 7 bays wide and each bay is defined by brick pilasters. The roof pitch is pierced by 3 narrow gabled dormers. The north-east elevation is partly masked by a fire escape stair but another element of interest is the corner staircase tower.

Relevant History

Application site

A listed building application has been submitted for installation of 100m of fibre cable along outside wall of building from existing BT duct and installation of 1 x distribution box internally (2012/2413/L). This application is pending consideration and is due for determination on 26/07/2012.

Advertisement consent was granted on 19/04/2005 for the display of non-illuminated, free-standing sign in connection with the use of the Gymnasium as exhibition space.

Listed building consent was **granted** on 16/05/2005 for fixing of new stainless steel externally illuminated signage, and the installation of external lighting to the western facade of the Gymnasium for a temporary period in connection with the exhibition area (2005/0903/L).

Neighbouring sites

St Pancras Station, Euston Road

Listed building consent was granted on 23/05/2012 for display of 2 non-illuminated '2012 Olympic celebratory images' behind the façade above the entrance to the station extension on the Pancras Road Elevation at platform level (2012/1275/L).

Stanley Buildings, Clarence Passage

Advertisement consent and listed building consent is sought for the erection of temporary scaffold and the display of an advertisement on a building wrap for a temporary period between 1st July 2012 and 1st July 2013 (2012/2527/A and 2012/2529/L). These applications are pending consideration and are due for determination on 11/07/2012.

Planning permission and listed building consent was **granted** on 21/06/2012 for installation of four satellite dishes at roof level for a temporary period between 20th July and 10th September 2012 (2012/1956/P and 2012/1955/L).

Relevant policies

LDF Core Strategy and Development Policies

CS14 (Promoting high quality places and conserving our heritage)

CS17 (Making Camden a safer place)

DP16 (The transport implications of development)

DP20 (Movement of goods and materials)

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

Camden Planning Guidance

CPG1 (Design)

Section 8 Advertisements, sign and hoardings

Section 9 Designing safer environments

CPG6 (Amenity)

Section 6 Daylight and sunlight

Section 7 Overlooking, privacy and outlook

Kings Cross/St Pancras Conservation Area Statement 2003

National Planning Policy Framework 2012 (NPPF)

Paragraphs 133/134

Assessment

Background

The German Gymnasium is being occupied by General Electric (GE) during the period of the Games as its Olympic hospitality venue where they will be hosting their global business partners, customers and key dignitaries. GE Electric is a global Tier 1 Sponsor of the Games and is the exclusive provider of environmental and other technologies for the infrastructure build of the Olympic Games (including lighting for the Olympic Stadium and power distribution equipment to the residential apartments in the Olympic Village).

Proposal

The proposal would include the following:

- Installation of branded digital display screens on the front (Pancras Road) and side (Kings Boulevard) elevations at first floor level between the band of red brick situated above the ground floor arches and the brick corbelling at first floor level. The screens would be attached with wall brackets to the main elevations where holes would be drilled into the mortar joints
- Installation of 9 CCTV cameras on all elevations of the building – there would be two types of cameras (7 x type 1 wall mounted fixed dome cameras at first floor level (4m above ground level) and 2 x type 2 – vandal resistant micro-dome cameras (one on the front elevation above the main entrance to the building and one on rear elevation next to the rear entrance door)).

It is proposed to display the images on the digital display between the hours of 10:00 to 22:00 daily. The applicants state in the covering letter that it would be displayed between 20th July 2012 and 10th September 2012. The displays would show images associated with GE and the Olympic Games including details of sustainable initiatives being promoted by GE at the Olympic Park and social media information. The Planning Statement advises that the official logo of GE and the Olympics logo would most likely be the mode that the digital display screens will show during the less busy hours of the day (when the Games are not actively happening). The screens would be used to display a welcome message to the Borough when the Olympic torch passes the site on its way through Camden on the 26th July 2012. The screens would also be used by the Council as a message board in the event of an emergency during the Olympic and Paralympic Games period if the area was required to be evacuated.

Revisions/additional information

- Extension of the temporary time period to include the Paralympic Games
- Submission of construction management statement
- Proposed works block plan showing how the footways would be managed during the installation of the equipment
- Details of mortar repair works

Digital Screens

Pre application advice was sought prior to submission of the planning and listed building applications (a copy of the letter has been submitted as part of the submission) and it was advised that there was no objection to the principle of temporary erection of visual films on the building with the following caveats:

- The Council would encourage a greater or equal degree of emphasis on the films be given to the Olympics as well as to GE given that this building is located at the entrance to one of London's busiest transport hubs;
- The signage should maintain visibility of the brick corbelling; and
- Further details of the methods of fixing and the level of lighting should be submitted.

Following the pre-application advice the scheme has been amended to reflect this.

During the summer of 2012 this space around these two busy transport interchanges will often be the first view of London for many visitors, when either travelling from mainland Europe or other parts of the UK. St Pancras

Station will also be the terminal for the Javelin trains which will serve the Olympic Park in Stratford.

The application needs to be seen in conjunction with the particular circumstances which will be unique to London this summer during the Olympics. The screens will be used primarily for advertising linked to this once in a lifetime event and will be seen as part of the visitor experience of the games (e.g. there are a large set of Olympic rings located within St Pancras Station) in promoting this event.

The scale of the proposed digital display would be subordinate to the German Gym to which it relates. The digital display has been designed to sit above the band of red bricks at ground floor level above the window arches and below the brick corbelling at first floor level. It is considered that the digital display would not create a sense of visual clutter, given the amount of forecourt space that surrounds the building to the Kings Boulevard elevation.

The fixings have been carefully sited to fix into the mortar joints as opposed to the brickwork to minimise any potential damage to the wall. Concerns have been raised by English Heritage regarding the lack of details relating to the repair to the mortar joints once the displays have been removed. Normally these details would be requiring by condition however given the temporary nature of the works the Council requested this information as part of the planning and listed building applications. The agents have submitted additional supporting information confirming that the fixings would be made to the mortar of the building only. They have advised that mortar samples will be taken during the works to determine the composition of the sand and cement / lime mix and also colour variations across the building. The mortar would then be sensitively repaired to ensure that the repaired mortar will blend with the existing mortar in order to ensure the appearance of the building remains unaltered. A condition would be attached requiring the submission of a sample board prior to the digital display and CCTV cameras being removed to ensure that this is the case.

Clearly such a feature as the digital displays would not normally be acceptable on a listed building. Paragraph 133 of the NPPF states that “where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal”. The proposal would be considered to lead to less than substantial harm due to its temporary nature. Given the fact that the screens would be used by Camden to make public announcements in the event of an emergency should the area be required to be evacuated this would be considered a public benefit. Taking this into consideration and given the exceptional circumstances and the benefit of reinforcing the perception of London as the Olympic City over the summer of 2012 the proposal is considered acceptable as a temporary structure.

Cumulative impact of adverts

Advertisement consent and listed building consent is being sought to wrap the neighbouring Stanley building that lies to the northwest of the site. It would include some form of Olympic associated advertising (image of an athlete) and would include logos of some of the sponsors of the Games. This building is under construction and has recently been wrapped in Quentin Blake shroud that was installed for the opening of St Pancras Station. Due to the orientation of the buildings, the potential to read both adverts together would be mainly confined to the eastern entrance area to St Pancras and longer views along Pancras Road. Given that the adverts would mainly be seen from this vantage point (albeit an important one from the number of people who will be using this entrance to get to the Games) the proposed display together with the wrap (if approved) would not be considered to have a harmful cumulative impact on the character and appearance of the conservation area.

CCTV Cameras

A total of nine external CCTV cameras are proposed for the building whilst General Electric occupies the building. Seven cameras would be installed at the corners of the building and two smaller cameras would be located above the front entrance of the building onto Pancras Road and one on rear elevation next to the rear entrance door. The size of the cameras has been revised following pre-application advice to make them less prominent. Although the number of cameras is excessive for a building of this size the agents have advised that these are required, due to the modest size of the CCTV models and the associated limited visual range of sight. There are existing CCTV cameras in the area however the proposal would not duplicate this and would ensure additional community safety. Taking this into consideration and given the temporary nature of the CCTV cameras for the duration of the Games the number and location of the cameras is considered acceptable on balance.

Public safety

A Transport Statement has been submitted as part of a document headed “external lighting installation” in support of the applications setting out details of existing highway conditions and in particular details of the arrangement in the immediate vicinity of the application site. The proposal would not be considered detrimental

to public safety given the nature of the environment and behaviour of vehicles in this location. Although the digital display would include graphics and moving animation the Transport Team has not raised an objection to this in terms of its potential to distract passing motorists along Pancras Road and it would be considered acceptable.

Transport

Concerns were raised by the Transport Team in relation to the installation of the equipment and its management and impact on public safety mainly in relation to Pancras Road. Following further lengthy negotiations with the agent a Construction Management Strategy has been submitted together with a site plan indicating the width of the footway that would be retained (1.8m) along Pancras Road during the period of installation works. Transport Team has advised that this would be acceptable subject to conditions relating to the dates that the equipment would be installed (to ensure it is completed within the embargo period) as well as when it would be removed.

Transport has advised that any works to install the equipment would be required to be completed by 11th July 2012 in order to comply with the Olympic Route Network (ORN) embargo period for most streets in London. The Council has therefore amended the description of development to reflect this requirement.

Other issues

Concern has been raised by the owner of St Pancras about the consistency of advice from the Council in relation to Olympic advertising at St Pancras and the application site. It must be noted that St Pancras Station is listed at grade I which means that it is of exceptional importance whilst the German Gym is grade II which means it is still of special interest but not to the same extent as a grade I building. The difference in architectural quality between the two building is quite clear, with St Pancras Station being on a much grander scale, much more ornately detailed, eye catching and was designed to rival (and surpass) King's Cross Station commercially. In comparison the German Gym is of a much more modest scale with a much simpler design reflecting its use. The special interest of the building is as much derived from its historical use as a Gymnasium for the German Gymnastic Society and being possibly one of the first purpose built gymnasium buildings in Britain.

St Pancras station is a much more renowned building and is sometimes a visitor attraction in itself. The German Gym is much less conspicuous, being positioned between the bulk of the two railway station buildings.

Clearly St Pancras Station is much more sensitive to external advertising due to its prominence and much more elaborate architectural style which forms part of the building's special interest. On the much more modest German Gym where the exterior of the building is not of the same significance external advertising (which in this case is temporary and linked with the Olympics – a one off event, almost unique in London's history) has a smaller impact.

Each application is assessed against the special interest of the listed building so works to one building would not necessarily be acceptable on another where the special interest differs.

Conclusion

Under normal circumstances, the use of this area for any advertising or promotional activity would be discouraged as it is not considered to be an appropriate location for this type of use. However, given the extraordinary circumstances of London hosting the 2012 Olympic and Paralympic Games, and the temporary nature of the installation to coincide with the Games, it is considered that any perceived harm caused to the special interest and character of the building and the wider Kings Cross and St Pancras railway lands can be weighed against these unique circumstances.

As such the proposal is considered to comply in this case with local and national policy, and approval is recommended subject to a condition which limits the time of the display to 11th July to 20th September 2012 inclusive (this includes for 10 days' installation and dismantling time). A condition would also be attached requiring the mortar joints to be repaired on a like for like basis.

DISCLAIMER

Decision route to be decided by nominated members on Monday 2nd July 2012. For further information please click [here](#).