

# Delegated Report

Expiry Date:

13/02/2012

## Officer

John Nicholls

## Application Number(s)

2011/5101/A

## Application Address

4 ROYAL COLLEGE STREET  
LONDON  
NW1 0TU

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of 3 x banner signs attached to the light-well railings on the façade of the Royal Veterinary College (Class C3).

## Consultations

Summary of consultation responses:

## Site Description

The site comprises three buildings at the south end of Royal College Street on the eastern side of the road close to its junction with Pancras Road to the south. There are three large red brick college buildings comprising lower ground and 4 upper floors built next to each forming a college campus all built adjacent to each other which stretch over approximately 150m of the street.

The site is not listed but does lie within the King's Cross/St Pancras Conservation Area and is considered to be a positive contributor.

## Relevant History

2010/5019/A - Display of 1 x internally illuminated sign and 1 x non illuminated signage board on the front elevation, new externally illuminated lettering above entrance gate, wall mounted sign on entrance and signage board on entrance pergola to Veterinary College – granted - 02/12/2010

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

## Assessment

### Proposal

The proposal consists of erecting three stand alone adverts on posts attached to the inside of the front basement lightwell safety railings.

Each post is 5.5m high with the proposed advert measuring 2.5m high and 0.9m wide 3 above the ground and slightly over hanging the pavement. The adverts will be made of high quality PVC and the new flagpoles will be made of aluminium.

Each advert would be placed close to but not quite in front of the front entrances of the three building which form the Royal Veterinary College campus and would advertise each of the three buildings with its name on the adverts.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Amenity

The aim of the signs is to increase the awareness of each of the three building which they will advertise and therefore their location is key for both achieving this aim but also not obscuring the entrances and any architectural features on the building. At 2.5m x 0.9m they are considered to be small enough to not obscure the façade or entrances because they sit off the building by 2.2m and are therefore considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

A previous approval for signs attached to the facades with up lighters was approved in 2010. The college has since reconsidered its advertising and would prefer to erect these lower level signs which more clearly demark the building entrances.

### Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### Recommendation:

The proposed adverts are in general compliance with policies CS5 and CS14 of Camden's Core Strategy 2010-2025 and policies DP24, DP25 and DP26 of the Local Development Framework 2010 and therefore the application is recommended for approval.

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