

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		13/12/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		09/12/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Elizabeth Beaumont				2010/4959/P 2010/5019/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Royal Veterinary College Royal College Street London NW1 0TU				Please refer to decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
<b>Planning permission</b> - External alterations to include a new entrance pergola, decking, handrails, aluminium additions to front and side railings, alterations to drainage pipes and installation of lighting the elevations of the building to Veterinary College (Class D1).							
<b>Advertisement consent</b> - 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 and signage board on entrance pergola to Veterinary College (Class D1).							
<b>Recommendation(s):</b>		Grant planning permission Grant advertisement consent					
<b>Application Type:</b>		Full Planning Permission Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		None received					
<b>CAAC/Local groups comments:</b>		Kings Cross Conservation Area Advisory Committee – no comments.					
<b>Site Description</b>							
The site is located on the east side of Royal College Street close to the junction with xxx. The site comprises a three storey building known as the 'Beaumont Animal Hospital' part of the Royal Veterinary College. The building is not listed but is located within the Kings Cross St Pancras Conservation Area.							
The building is currently being renovated.							
<b>Relevant History</b>							
11/04/2000 – <b>Advertisement consent (AEX0000152)</b> granted for the continued display of an externally illuminated sign, measuring 1.8 metres x 1 metre, fixed to wall approximately 1.8 metres above pavement level on Royal Collage Street frontage.							

## Relevant policies

### LDF Core Strategy and Development Policies

#### Core Strategies

CS1 (Distribution of growth)

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

#### Development Policies

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

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

### Camden Planning Guidance 2006

### Kings Cross St Pancras Conservation Area Statement

## Assessment

**Proposal** - Planning permission and advertisement consent are sought for the following;

- Erection of timber pergola and decking to existing entrance on the side elevation of the building. LED lights will be recessed between the posts.
- Installation of planter boxes on the railings of the raised entrance.
- Minor alterations to drainage pipes on the side elevation of the building
- Internally illuminated advertisement screen panel located to the rear of the entrance deck adjacent to the entrance door with the name of the facility.
- Installation of aluminium silhouettes of animals along the fencing to the front and side of the building.
- Replacement of existing aluminium signage panel from the ground floor with a new board on the first floor on the projecting element on the front elevation measuring 2m by 1.2m and 0.03m deep with the name of the facility, opening hours and contact details.
- Halo illuminated individual lettering with the name of the facility with an aluminium panel behind, positioned in the centre of the front elevation measuring approximately 3.5m wide, 1.2m high and 0.1m deep.
- Installation of 4 x uplighters in the front lightwell lighting the front elevation of the building, following the replacement of bulkhead lighting.
- Replacement of existing signage to indicate the entrance located above the entrance gate in the front elevation of the building with individual lettering illuminated by a trough light positioned above.
- Replacement of existing wall mounted sign adjacent to entrance.

**Design** – The building is noted as having a positive contribution to the wider conservation area within the Conservation Area Statement. The building was designed by H.P.G Maule constructed in 1936-37 is 'formed of brown brick with red brickwork at ground floor level'. The Conservation Area Statement specifies that advertisements should 'relate to the design of the building where they are to be displayed in order to ensure that they do not detract from its character'

The proposed alterations to the entrance to the building including the erection of a timber pergola, decking and a new handrail with planters are considered to be appropriate in terms of design, scale and bulk. The existing metal raised platform entrance is screened behind the existing brick boundary wall and entrance gate. It is considered that the pergola would not detract from the character and

appearance of the host building or the wider conservation area. The proposed illumination to improve the access with LED lights is considered acceptable. The proposed illuminated screen positioned at the end of the entrance deck would also be set behind the boundary wall and gate. It is considered that the sign would not raise any design issues.

The proposed signs on the front elevation of the building are constructed from aluminium, with aluminium backgrounds and lettering. It is considered that, given the age of the building, timber signs may have been a more appropriate material for the signage; however given the proposed scale, position and design of the signs, the material is considered acceptable. It is considered that the proposed advertisements, following the removal of the existing signs, would not have a detrimental impact on the character and appearance of the host building or the wider conservation area.

An existing stone plaque positioned in the centre of the front elevation fronting Royal College Street would be covered by one of the proposed signs. It is considered that, following confirmation that the stone plaque would not be removed or damaged by the new signage, this is acceptable.

The proposed aluminium animal silhouettes will be fixed in ascending order on the front of the railings along the front and side of the building. The silhouettes would measure no more than a 1m in height and 1.2m in width. The additions are considered to be appropriate and would not detract from the character of the host building.

The proposed illumination methods include halo illumination of the individual lettering on the front elevation; troughlighting above the individual lettering on the entrance and uplighters located in the lightwell to illuminate the front elevation of the building. The existing methods of illumination including bulkhead lighting will be removed. It is considered that the methods of illuminate are appropriate in the context of the host building and would not detract from character of the building or the wider conservation area.

The proposed alteration to the downpipe located on the side elevation of the building is a minor alteration that raises no design concerns.

It is considered that the proposed alterations and additions would not have a detrimental impact on the character and appearance of the host building or the wider conservation area.

**Amenity** – The proposed form of illumination for the advertisements is not flashing or intermittent. The proposed luminance level is 10cd/m<sup>2</sup>. The luminance level is within the permitted level outlined paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (which states that the permitted levels of luminance where the illuminated area is not more than 10m<sup>2</sup> is 600 candela per square metre). The levels of luminance means that it is not considered necessary to add a condition regarding the hours in which the advertisement can be operated. The proposed uplighters (14000lm luminous flux) to illuminate the front elevation of the building would use directional lighting away from any residential properties. It is therefore considered that the proposed forms of illumination would not be unduly dominant in the streetscene or likely to cause disturbance to the adjoining residents or cause safety hazards to drivers.

The proposed extension, alterations and additions to the building would not have a detrimental impact on the amenity of any neighbouring occupiers in terms of daylight/sunlight, privacy or outlook.

**Recommendation** – Grant planning permission and advertisement consent.

### **Disclaimer**

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