

Delegated Report		Analysis sheet		Expiry Date:		06/06/2014	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Obote Hope				2014/2537/A			
Application Address				Drawing Numbers			
1-11 Euston Road London NW1 2SA				See decision notice.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of a non-illuminated advertisement shroud (measuring 11.5m x 5m) on scaffolding between second and third floor on the south elevation for temporary period until 10 January 2015.							
Recommendations:		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups comments:							

Site Description

The site comprises an unlisted four-storey terrace on the south side of Euston Road opposite Kings Cross Station (grade I listed). The terrace is made up of 6 townhouses, nos 1-11, thought to have been constructed during the 1820's although have undergone alteration from around the mid 19th century; nos 1-3 and 9-11 have been stucco faced with applied Italianate detailing whereas the 1820s brick façade in the middle section of the terrace (nos 5-7) is still largely unaltered save for having been painted. Projecting in front of the whole of the terrace are single storey shopfront extensions built over the former front gardens during the latter part of the 19th century. The terrace is identified within the Kings Cross Conservation Area Statement as making a positive contribution to the character and appearance of the conservation area.

Relevant History

2011/4347/P – PP – for: Erection of a 7-storey building with basement to provide a hotel with 167 bedrooms (Class C1) with reception off Crestfield Street and ancillary bar/restaurant in basement; commercial floorspace on ground floor for flexible retail (Class A1), financial/professional services (Class A2) and restaurant/cafe (Class A3) uses on Euston Road frontage; 7 residential units (6 x 2 bed, 1 x 3-bed Class C3) on Birkenhead Street; plus associated highway and hard landscaping works (following the demolition of existing buildings). **Refused** 23/11/2011

2012/5489/P- PP- for: Change of use of from office (Class B1) and financial and professional services (Class A2) to hotel (Class C1) and external alterations including new entrance on Euston Road and erection of mansard roof extensions to the Euston Road, Birkenhead Street and Crestfield Road elevations to create an additional 41 hotel rooms for existing hotel. **Withdrawn**

2013/2426/P – PP – for: Change of use of from office (Class B1) and financial and professional services (Class A2) to hotel (Class C1) and external alterations including new entrance on Euston Road and erection of mansard roof extensions to the Euston Road, Birkenhead Street and Crestfield Road elevations to create an additional 41 hotel. **Granted 27/02/2013.**

Relevant policies

LDF Core Strategy and Development Policies

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CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP17 – Walking, cycling and public transport

DP21 – Development connecting to the highway network

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

Camden Planning Guidance 2013

CPG1 design – paragraphs 8.20 – 8.24 Section 8: Advertisements, signs and hoardings - Shroud / banner advertisements

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

Assessment

Background

In February 2013 planning permission was granted under 2013/2426/P for the change of use from B1 (Office) and retail (A2) to hotel (Class C1) as per the history section above. The development is expected to be implemented; subsequently advertisement consent is being sought for the display of an advertisement shroud and banner portraying a 1:1 image of the proposed facade to cover these works.

The application originally proposed the display of an externally illuminated banner sign measuring 11.5m wide x 5m high on south elevation located between 2nd and 3rd floor levels and scaffold shroud on all elevations for a temporary period from 10th July 2014 to 10 January 2015 for a 1:1 image of what the proposal would look like once the works are completed. Therefore, a scaffold shroud on the front elevations and a 1:1 image on the front and side elevation. Through discussions with the applicant, the proposals have been revised and now consent is sought for the *'Display of a non-illuminated advertisement shroud'*.

Planning Issues

The main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding area;
- The impact of the proposed signage on public safety and residential amenity.

Visual Amenity

Camden Planning Guidance 1 (design) paragraph 8.20, states that *"Shroud advertisements come in a range of forms but are generally large scale and can cover the entire elevation of a building. As a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene and, where the advertisement partially obscures a building, the visual appearance of the building itself. However, they can help to shield unsightly construction work."*

CPG1 para. 8.22 also states that no more than 10% of each elevation should be covered and the sign should not be fragmented (if located within a conservation area). It further notes *"The advertisement must also respect the architectural form and scale of the host building". The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it"*.

The proposed banner would be on the south facade facing Kings Cross St Pancras and the non-illuminated banner sign would be located centrally that adjoins the façade between 5 & 7 Euston Road at second and third floor level. The advertisement sign was revised to reflect the CPG guidance noted above.

The scaffolding shroud is acceptable in principle with an image of the proposed new building along the Euston Road Elevation as this would be more attractive, and retain dust and pollution associated with the proposed building works. Furthermore, the 1:1 image than a normal plastic grey shroud on the scaffolding itself.

As part of the proposed application further details were requested e.g. a schedule of works and a section through the proposed scaffold. The schedule of works list details of the proposed works that includes a mansard roof extension, following the removal of the existing roof, roof decking, joist repair, as well as, repointing of the brick works, parapet wall etc. The list of work schedule is available in a separate document. The section through the scaffold also provide evidence that there is enough room to carry out the proposed works as listed. The revised sign although it would be prominent in local long and short views is considered acceptable due to its design of being non-illumination and in line with CPG of being no more than 10% of the elevation.

The buildings opposite (St Pancras Station) are largely commercial and should there be residential occupiers on the upper floors, the sign's non-illumination and distance is considered not to harm residential amenity and is acceptable. The proposed sign is therefore in compliance with policies CS14 and DP25.

Public Safety

The proposed non-illuminated high level sign in terms of its location and size is unlikely to obscure or hinder any road traffic sign or traffic lights and is not considered to be harmful to either pedestrian or vehicle traffic and is considered acceptable.

The proposed revised sign being non-illuminated plus its adjusted height is considered acceptable as it would

not harm amenity or public safety.

Recommendation: Grant Advertisement Consent