

Delegated Report

Expiry Date:

30/09/2014

Officer

Amanda Peck

Application Number(s)

2014/4570/A

Application Address

Centre Point
103 New Oxford Street
London
WC1A 1DD

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1 x externally illuminated hoarding around tower and Centre Point House and 1 x window vinyl to Centre Point bridge link for a temporary period from 03/11/2014 until 03/06/2016.

Consultations

Summary of consultation responses:

Site Description

The Centre Point tower is a major London landmark prominently situated at the junction of New Oxford Street, Charing Cross Road and Tottenham Court Road. The application site relates to the Centre Point Tower, Centre Point House and the link building which bridges across St Giles High Street linking the two buildings. All buildings on site are Grade II listed and are within the Denmark Street Conservation Area. Permission has recently been granted to convert the building to residential and to construct an affordable housing block on the site of the Intrepid Fox public house (see relevant history)

Relevant History

Planning and listed building consents were granted on 1st April 2014 for the change of use of the tower from residential to office and the erection of an affordable housing block on the site of the Intrepid Fox pub (2013/1957/P and 2013/1970/L). Various approvals of details have been issued since.

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 application relates to the following:

- Window vinyl symbols and branding to the main 6m high section of the bridge link building; Interlocking, weaved crosses/squares pattern in grey/silver and black (51m long section to the New Oxford Street elevation and 31m long section to the St Giles High Street elevation). Each block of the repeated pattern is 2m in height.

- 3m high hoardings around the tower and Centre Point house with symbols and branding: silver/grey matt and gloss zig zag patterns are proposed to the entire hoarding, with some simple 'wayfinding' signs (e.g. approximately 0.1m high 'Covent Garden' and an arrow) and names on vehicular gates (e.g. approximately 0.2m high 'gate A').

The symbols on the hoarding and window vinyl are considered to fall within the definition pursuant to Section 336 of the Town and Country Planning Act 1990 (TCPA 1990) of an advertisement as they are a form of branding and do not benefit from deemed advert consent. Section 336 states that an "advertisement" means any word, letter, model, sign, placard, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction.

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.

Other works that do not require advertisement consent

It is understood that scaffolding will be in place to the tower for approximately 60 weeks in total with the work being carried out and an associated shroud in place at different parts of the building during this time. Essentially during weeks 14-36 the building gradually becomes encased in the shroud, there is a 2 week period where the whole building is shrouded between weeks 36 and 38 and then from week 38 onwards the shroud begins to be removed.

The shroud will have a 'graphical representations of the building' on it and it is considered that this can be installed without requiring advertisement consent. This is because this pattern appears to be a graphical representation of a 1:1 image of the building and not branding or advertising. The applicant was advised at pre application stage not to repeat the pattern used on the shroud anywhere else on the building (i.e. on the window vinyl or hoardings) otherwise it could be construed as being branding and advertisement consent could be required.

The applicant was advised at pre application stage that other patterns to the shroud such as a circular pattern or the zig zag patterns proposed on the hoardings are considered to be branding and advertisement consent would be required for these patterns.

Amenity

The images on the window vinyl do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The images shown on the hoardings and window vinyl are considered to be of an acceptable scale and location and would not be unduly obtrusive in the street scene or disturb residents or occupiers.

At pre application stage the applicant was asked to consider public art/links with local community and directional and local information on part of the hoarding, given the amount of construction hoardings in place in this area. The proposal does include some directional information and this is considered acceptable. Ideally there would also be public art or more local information but this is not something that we can insist on.

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.

Listed building

The applicant has confirmed that the shroud to the tower will be attached to the scaffolding and not the building and therefore listed building consent is not required.

Recommendation:

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.