

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		22/10/2014	
		N/A / attached		<b>Consultation Expiry Date:</b>		09/10/2014	
<b>Officer</b>				<b>Application Number(s)</b>			
Carlos Martin				1. 2014/3407/A 2. 2014/3404/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Royal College of General Practitioners 30 Euston Square /Stephenson Way London NW1 2FB				Refer to draft 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>							
1. Display 3 projecting banners on Melton Street elevation and 4 recessed fascia banners to existing windows on Euston Road elevation. 2. Display 3 projecting banners on Melton Street elevation and 4 recessed fascia banners to existing windows on Euston Road elevation							
<b>Recommendation(s):</b>		1. Refuse Advertisement Consent 2. Refuse Listed Building Consent					
<b>Application Type:</b>		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>		2x press notices published from 18/09/2014 to 09/10/2014. 2x site notices displayed from 12/09/2014 to 03/10/2014. No response.					
<b>CAAC/Local groups comments:</b>		Bloomsbury CAAC: No response.					
<b>Site Description</b>							
Building complex comprising nos. 30 Euston Square, 194-198 Euston Road and 1-9 Melton Street bound by Euston Road, Euston Square and Stephenson Way. The site is within the Bloomsbury CA.							
30 Euston Road forms the original 1906 building and is grade II*. No.1-9 Melton Street forms part of the later 1924 part of the complex and is also grade II* listed.							
Nos.194-198 Euston Road dates from 1932 and is not listed. All building are attributed to Arthur Pite and was							

original built for the London, Edinburgh and Glasgow Assurance Company and later occupied by the Department of Health and Social Security Department.

### **Relevant History**

07/03/2011 GRANTED - Internal and external works including extensions and alterations at 3rd, 4th and 5th floor levels including creation of additional accommodation, plant rooms and rear terrace at 4th floor level, extension into lightwell 1 and enclosure of lightwells 1 & 2 with glazed roof, elevational alterations and works of refurbishment in association with the change of use of building from vacant offices (Class B1) to Royal College of Physicians Headquarters (Sui Generis). (ref: 2010/4901/L)

03/03/2011 GRANTED - Change of use of building from vacant offices (Class B1) to Royal College of General Practitioners Headquarters (Sui Generis), extensions and alterations at 3rd, 4th and 5th floor levels including creation of additional accommodation, plant rooms and rear terrace at 4th floor level, extension into lightwell 1 and enclosure of lightwells 1 & 2 with glazed roof plus elevational alterations. (ref: 2010/4900/P).

09/12/2011 GRANTED Installation of secondary glazing at first, second, third and fourth floor levels. (ref: 2011/4795/L)

21/05/2013 GRANTED Installation of new secondary glazing to the Stephenson Way elevation & Lightwell 3. (ref: 2013/1417/L)

### **Relevant policies**

#### **NPPF 2012**

#### **The London Plan 2011**

#### **LDF Core Strategy and Development Policies 2010**

CS5 Managing the impact of growth and development

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

#### **Camden Planning Guidance**

CPG 1 2013 (Design)

CPG 6 2011 (Amenity)

#### **Bloomsbury conservation area appraisal and management strategy 2011**

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

### **Assessment**

#### **Proposals**

The proposals are to display 3 projecting banners on the Melton Street elevation and 4 recessed fascia banners to the existing windows on Euston Road elevation.

The proposed banners would be 2.5m high by 1.0m deep and would be supported by zinc and powder coated poles. The proposed fascia signs would be 2.2m wide by 2.7m high. They would be mess pvc with aluminium frames fitted within recess of existing windows.

#### **Considerations**

Consideration shall be given to:

- (i) the impacts of the proposal on the character and appearance of the listed building, namely the impacts on the symmetry, materials and appearance of the building as a building of special interest and a designated heritage asset, and
- (ii) whether the proposals would preserve or enhance the character and appearance of the setting of this part of the Bloomsbury Conservation Area; a designated heritage asset.

The following advice is taken from Camden's Planning Guidance on Design, CPG1 section 8 (p.71) and is particularly relevant to the proposals;

8. *In general, the most satisfactory advertisements are those which take into account:*
- *the character and design of the property;*
  - *the appearance of the surroundings; and*
  - *the external fabric of the building.*
- 8.5 *As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible.*
- 8.9 *Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings.*

### **Assessment**

The building is prominent in the streetscape as a result of its scale and its Greek Revival style. Since 2010, when the College purchased the site, the building has undergone a major refurbishment programme to bring the building back into a useable condition, having been empty and unmaintained for some considerable time. It now provides a home for the College with support facilities available for the local medical and commercial neighbourhood. The proposed signage would be erected from 2014 until April 2019.

The location of the fascia signs is inappropriate given that four windows would be obscured and the proposed banners due to their size and location would harm the special interest of the building. Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level, given that advertisements above fascia level can appear visually obtrusive and unattractive (para 8.7); furthermore, if an area has a mix of uses or is predominantly in commercial use, some poster or hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building.

The Bloomsbury Conservation Area Management Statement suggests a proliferation of signage even of appropriate design could harm the character of the CA (para 5.49). Although the proposed signage would not be illuminated, the character of the area is not one which has many window and banner advertisements present. It is therefore considered that the size and siting of the proposal would be such that it would be unduly dominant in the street and is considered out of character and therefore seen as an inappropriate feature to these elevations and street scene. It is therefore considered that the proposal would fail to preserve or enhance the character and appearance of the Listed building and the Conservation Area.

The NPPF section 12 (Conserving and enhancing the historic environment) para. 134 advises that where a proposal has a harmful impact on the significance of a designated heritage asset which is less than substantial harm, as in this case, local planning authorities should weigh the public benefit of the proposal (for example, that it helps to secure the optimum viable use of the heritage asset in the interests of its long-term conservation) against the harm. Whilst there would be some public benefits from the advertisement it is considered that the harm to the appearance of the building could be mitigated by a more sympathetic design, size and location of signage. No justification for the size, design or location of signage has been proposed.

Camden Planning Guidance states that interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host building, in this instance, the signage is not considered to be of a unique or interesting style and has not been carefully considered with regard to the overall design or special interest of the listed building. It is considered that the proposed signage is unacceptable in terms of its visual and cumulative impact on the character and appearance of the host building and wider street scene.

The signage would not have an impact on highway or pedestrian being non-illuminated.

### **Recommendation:**

- 1. Refuse listed building consent**
- 2. Refuse advertisement consent**