

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>06/01/2015</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Matthias Gentet		2014/6966/A		
<b>Application Address</b>		<b>Application Type:</b>		
1-11 Euston Road London NW1 2SA		Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of non- illuminated advertisement shroud to the front elevation for a period of 3 months from 10/01/2015 to 10/04/2015.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		N/A		
<b>Site Description</b>				
The site is a 5-storey Georgian style building located on the south side of Euston Road - at its north-east end - directly opposite Kings Cross Square and Kings Cross Station with St Pancras Station and the Grand Midland Hotel on the left (north-west) - all Grade I Listed Buildings. The site lies within Kings Cross Conservation Area and is set back from the pavement with commercial unites of various use class – betting shop, food outlets, bureau de change - at ground floor level. The surrounding area is populated by a large amount of listed properties, mainly Grade II.				
<b>Relevant History</b>				
<b>Host:</b>				
<b>2014/2537/A</b> – (granted on 30/06/2014) - The display of non- illuminated advertisement shroud to the front elevation between the 1st and 2nd floor level for a period of 6 months starting 10 July 2014 and ending 10 January 2015 - 1-11 Euston Road.				
<b>Adjacent sites:</b>				
<b>2014/5584/A</b> – (granted on 19/09/2014) - Temporary display of non-illuminated scaffold shroud with advertising panel on Pentonville Road (north) and King's Cross Bridge Road (west) elevations for a period of a year, from 15/11/2014 to 15/11/2015 – Scala, 275-277 Pentonville Road.				
<b>2013/2776/A</b> – (granted on 10/09/2013) - Temporary display of hoarding and shroud with a 1:1 image of the proposed building on the western apex and advertisements at first to roof level on the Grays Inn Road elevation - The Lighthouse Block, 283-297 Pentonville Road and 370-380 Gray's Inn Road				
<b>2012/1933/A</b> – (refused on 30/05/2012) - Extension of the banner shroud around the eastern part of the site and temporary display for the period 29/05/12 to 29/07/13 of 2 x internally illuminated hanging signs on front elevation at first floor level - 1-5 Kings Cross Bridge and 368-370 Grays Inn Road.				
<b>2012/3904/A</b> – (refused on 18/09/2012) - Display of externally illuminated scaffold mounted shroud (12m x 35m) on the front elevation for a temporary period from 01/11/12 to 31/10/13 - Fitzroy House 355 Euston Road.				

**2011/1413/A** – (granted on 11/07/2011) - Display of hoarding at ground level and shroud covering the entire building with a 1:1 image of the proposed building on the buildings western apex and advertisements at first to roof level on the flank elevations - The Lighthouse Block, 283-297 Pentonville Road and 370-380 Gray's Inn Road.

**2010/2496/A** – (granted on 16/07/2010) - Display of 2 temporary externally illuminated scaffolding shroud banners - Clifton House, 83-117 Euston Road.

**2011/2687/A** – (refused on 20/07/2011) - Display of externally illuminated scaffold shroud with advertising panel on Pentonville Road (north) and King's Cross Bridge Road (west) elevations for a temporary period until 31/10/2012 – Scala, 275-277 Pentonville Road.

**2008/1016/A** – (refused on 07/05/2008 and appeal dismissed on 27/10/2008) - Display of externally illuminated scaffold shroud with advertising – Scala, 275 Pentonville Road.

## **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 2013 (as amended)**

CPG1 – Design – Chap 8

### **Kings Cross Conservation Area**

## **Assessment**

### **Introduction:**

The proposal was originally submitted requesting the extension of the previously consented advert application, reference: 2014/2537/A, for a shroud with non-illuminated advert to be erected from 10/07/2014 to 10/01/2015.

It transpired that the shroud and advert in situ are not in accordance with the approved drawings. They are not a true likeness of the building and the advertisement covers around 25-30% of the elevation. The advert which is in place is therefore considered to be unauthorised and an enforcement investigation has been opened to ensure its removal.

It is therefore not possible to extend an approved scheme that differs with what is on site and has quite obviously been erected unlawfully.

The agent has been informed of the discrepancies in his submission where the proposed drawings, though identical to the approved ones in application reference: 2014/2537/A, do not reflect what has been erected.

This application is therefore a fresh proposal for the temporary display of a shroud with non-illuminated advertisement to the front elevation and is assessed on the main issue: the need for the shroud to be put in place in connection with building works.

### **Amenity:**

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 Camden Planning Guidance States;

Shroud on scaffolding will only be permitted where:

*The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works); and*

*The advertisement covers no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented. 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.*

*In some highly sensitive locations or where the building plays a particularly important role in the appearance of the area, a visual representation of the building that is shrouded may be considered necessary to mitigate any harm to the appearance of the area.*

The building has gone through an extensive refurbishment/repairs program in the past few months and it would appear that most of the external refurbishments/repairs have been carried out. This is demonstrated by the scaffolds on both side elevations having been removed, exposing the finished facades. The bottom part of the shroud to the front elevation has also been removed, revealing the rendered façade duly refurbished and painted.

It would seem also that building work activities are not currently taking place. The agent has failed to produce an up-to-date schedule of works detailing what is pending and/or required and has thus failed to demonstrate the need/justification for a shroud to be put in place to hide unsightly construction works.

It is to be noted that application reference 2014/2537/A, submitted earlier in the year - as explained in "Introduction" - was granted advert consent for a shroud showing a true likeness of the host building with an advertisement covering no more than 10% of the total surface of the front elevation. The shroud in situ does not depict an image with a true likeness to the host building and the advertisement is considerably larger than what was originally approved.

Although the proposal would not be refused in terms of design, size and location, if the shroud was still considered necessary to shield unsightly building works, the requirement for such proposal, however, have not been demonstrated. No evidence has been provided to the contrary. Camden Planning Guidance CPG1 clearly states that **a shroud can help shield unsightly construction work. Therefore, given the scale and size of shroud advertisements, these types of advertisements proposals will only be considered acceptable only where they screen buildings under construction, alteration or refurbishment.** This is not the case in this instance and the proposal is contrary to CPG1.

An enforcement case has been opened under reference: EN14/1237.

## **Recommendation**

The proposed shroud with advertisement is deemed to be surplus to requirement and if erected, would obscure the whole façade of the building and is not considered to serve a purpose of concealing construction works contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core

Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies and Camden Planning Guidance CPG1. The advertisement on the shroud, by reason of its scale, position on the building, visually prominent location would result in an overly dominant addition which is harmful to the character and appearance of the host building, streetscene and the Kings Cross Conservation Area. The application is therefore recommended for refusal with warning of enforcement action to be taken.