

St Giles Hotel
Bedford Avenue
London WC1B 3GH

Proposed Media Wall

Planning Submission

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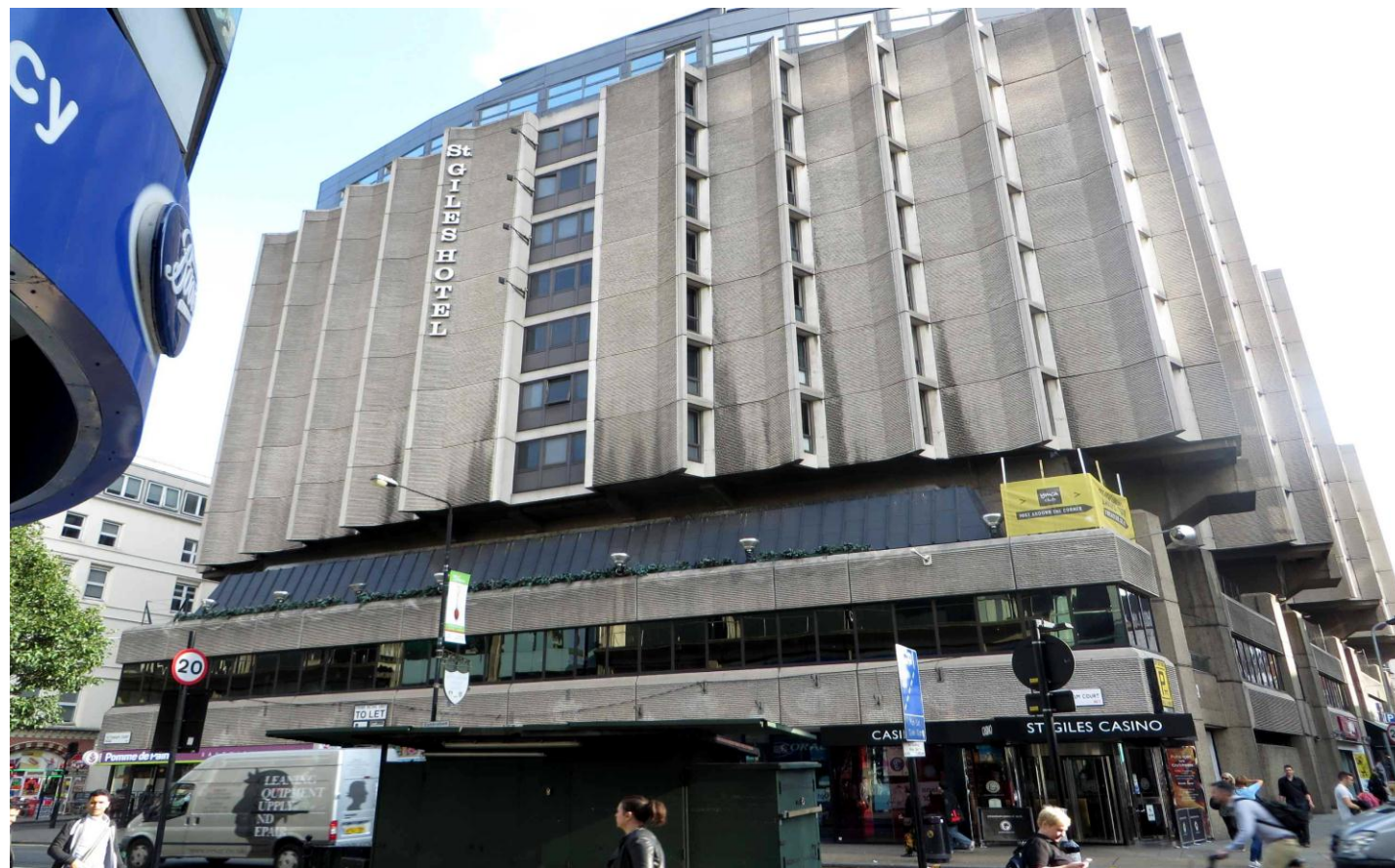
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View of the Hotel from southern approach



View of the hotel from northern approach



View of the hotel from the opposite side of Tottenham Court Road

1.0 Introduction

This proposal has been prepared by JCDecaux on behalf of the property owner of the St Giles Hotel London to support the application for consent to create a media wall on the external façade of the building facing Tottenham Court Road.

The proposed media wall will comprise a series of screens running the width of the building's frontage and above the ground floor shop units on Tottenham Court Road. This proposal also includes short return screens at both ends of the projecting podium. The entire screens including the returns on the Great Russell Street and Bedford Avenue frontages will be used to display a range of public and commercial messages and imagery relating to the building occupiers.

The media wall will be affixed to the first floor façade of the building in the position of the existing podium structure. The screen will measure 33m x 6m and sit below the distinction tiered architecture of the hotel's upper floors.

The proposal includes the introduction of subtle night time illumination to highlight the more distinctive features of the buildings western façade.



Longer range view of the application site from New Oxford Street

JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	N/A
DRAWING	Introduction
REFERENCE	A01031/01

2.0 Site and Surrounding Area

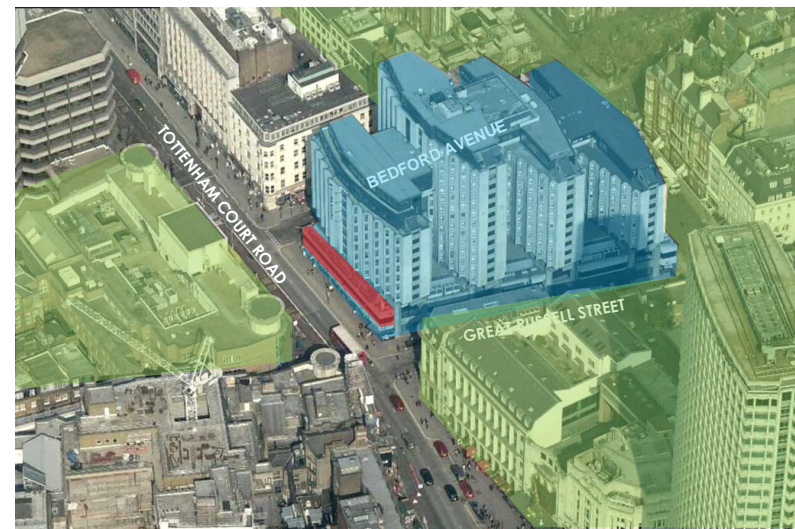
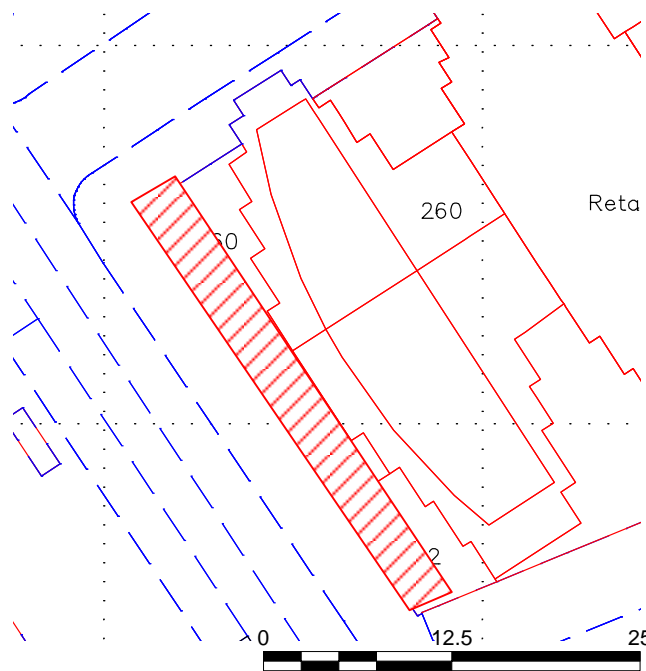
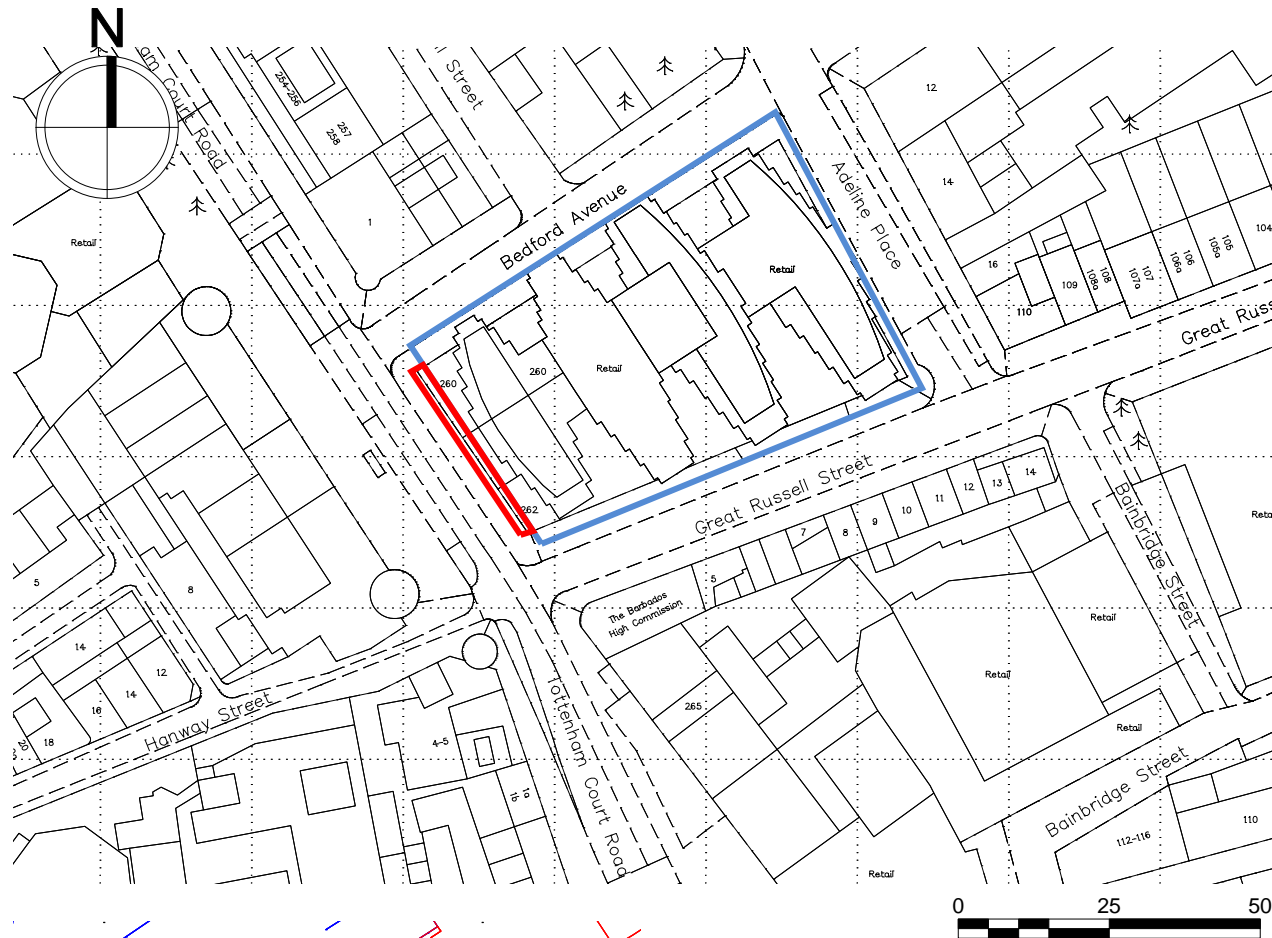
The Site

The application site comprises a hotel and casino at Bloomsbury Central on the east side of Tottenham Court Road between Great Russell Street and Bedford Avenue.

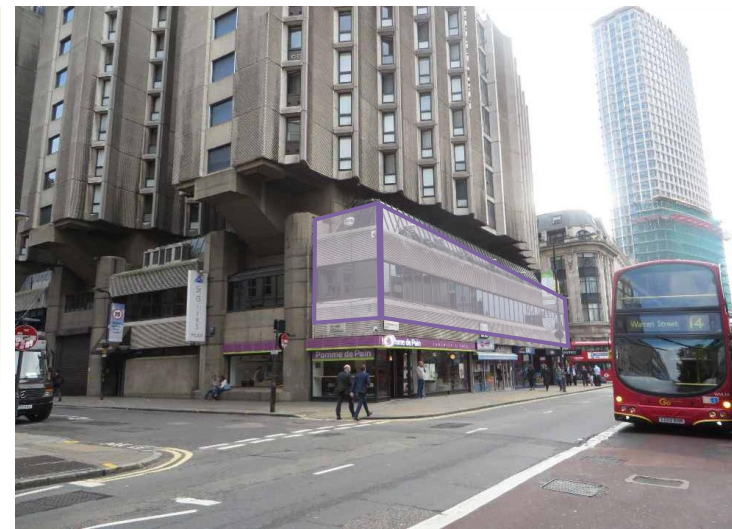
The hotel building dates from 1971 and was designed by the architects Elmsworth Sykes Partnership. The hotel design is an uncompromising expression of brutalist architecture and built as part of a subsidised initiative to increase hotel accommodation in central London. The building comprises a series of four connecting towers, as shown in the image bottom left, above a concrete podium that fills the entire site area. The ground level is undistinguished and consists of a series of shops and entrances with a horizontal band of dark windows at its first level set within a robust concrete podium which is used as a casino.

The blocks vary in height from 7-storeys at the rear, 9 at Tottenham Court Road and up to 10 and 13-storeys in the centre. Each is tapered at either end in stages so that every room is provided with a view of the street looking either north or south. The blocks are held high above and seemingly detached from the podium by industrial-looking concrete piers, which project them out over the street. It is the concrete podium which forms the application site and proposed location for the media wall. The application site is not within a conservation area however there are conservation areas located on the west side of the road (Hanway Street CA) and behind the premises (Bloomsbury CA), as shaded green below.

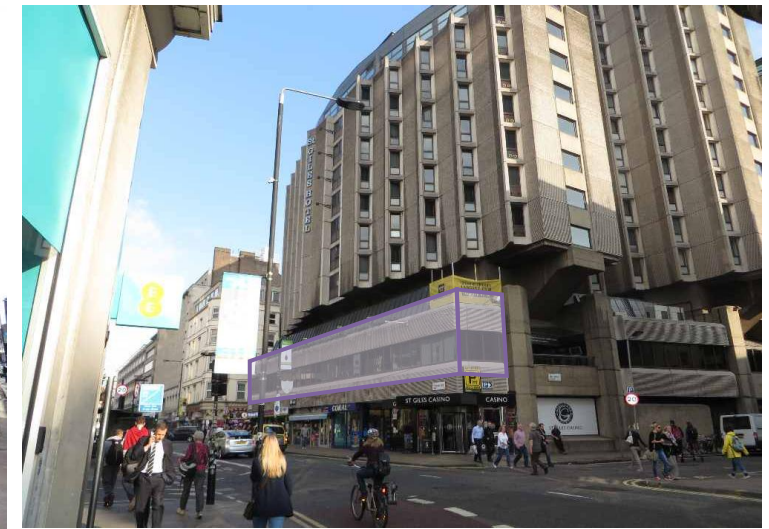
The building frontage lies within the Fitzrovia Central London Area; Central Activity Zone and one of the Central London Frontages located within Camden.



Aerial view of the application site premises with Centre Point in the foreground. The red outlines the application site, the yellow identifies the boundary of Conservation Areas



Outline of application site area from the north



Outline of application site area from the south

JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	1:1250 & 500 @ A3 Refer to Scale Frame
DRAWING	The Application Site
REFERENCE	A01031/02



The application site is in the centre of the above image showing the area context and scale of building

The Surroundings

The application site is situated within the St Giles and Holborn Area in the heart London's West End in what is a vibrant commercial environment subject to considerable regenerative change. The building frontage lies within the Central London Area; Central Activity Zone and one of the Central London Frontages identified by LB Camden. The immediate surroundings present a mix of building type and styles, all of which are commercial in character and large in scale. Retail uses and other night time activity uses make this an area that is lively and busy throughout the day. Tottenham Court Road is home to many niche retail outlets and has long been associated with audio visual and the digital media market.

There are two conservation areas within the local area, one to the rear of the application site (Bloomsbury CA) and the other on the west side of Tottenham Court Road, opposite the application site (Hanway Street CA). Despite its inclusion in the conservation area, the road frontage of the Hanway Street CA comprises a modern design four storey retail parade that makes a neutral contribution to the CA, the important aspects of the CA lie within Hanway Place. The retail parade opposite the application site, shown below, as with other modern retail frontages along the road creates an active and visible shop display area up to second floor level. St Giles Circus and the extensive transport and environmental improvement work is located to the south as is the Dominion theatre. Overall the areas character and appearance is highly commercial and characterised by a multiplicity of uses and different types of visual stimuli.



Retail parade forming the eastern extent of the Hanway Street CA



Side view of the site from Great Russell Street



The west side of Tottenham Court Road opposite the application site

JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	N/A
DRAWING	The Surroundings
REFERENCE	A01031/03

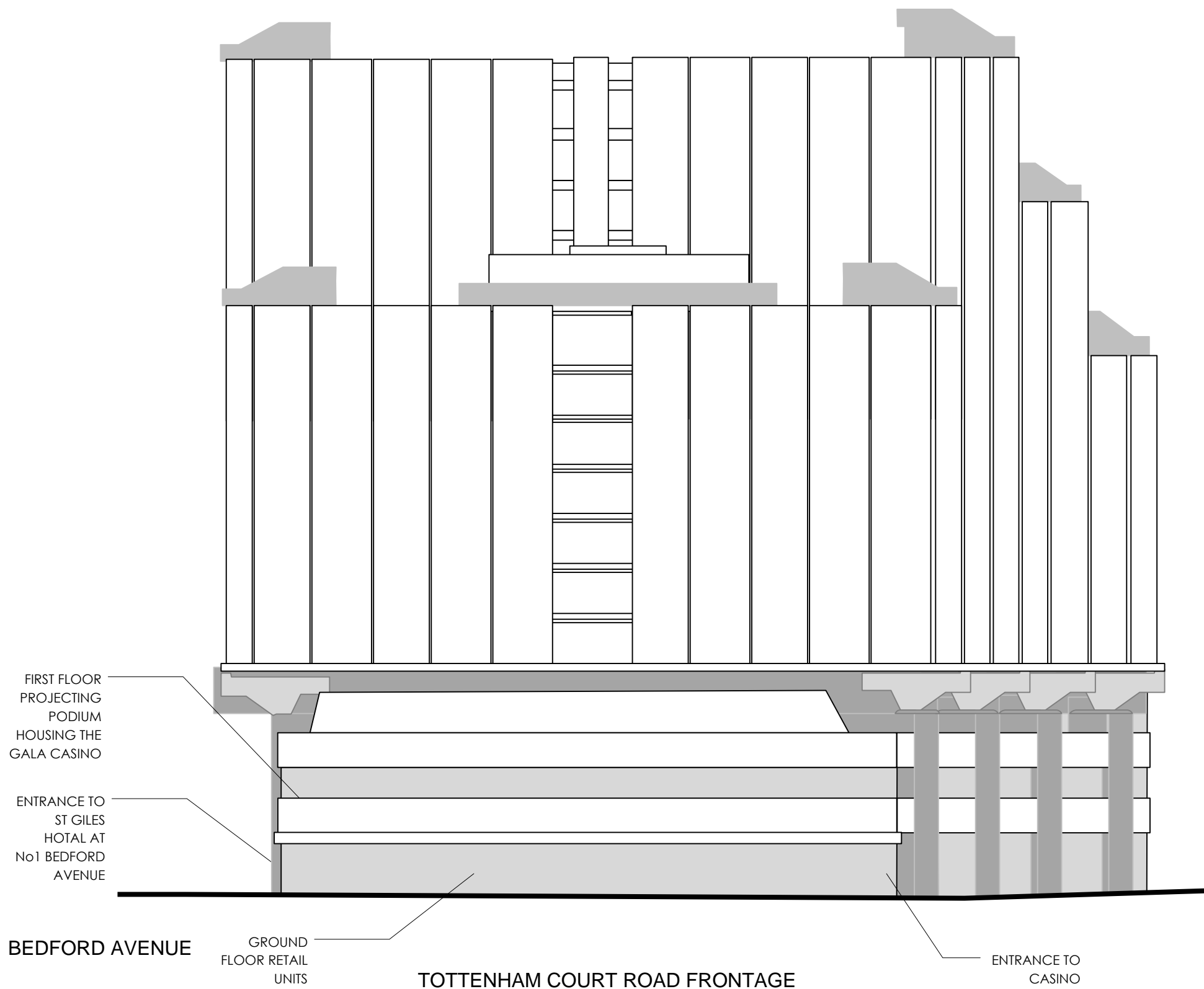
3.0 Existing Elevation

The application site building occupies the entire block bounded by Tottenham Court Road between Great Russell Street and Bedford Avenue. The building is principally a hotel but also includes a casino, retail units and a number of bars and restaurants open throughout the day and nighttime.

The unprepossessing building is formed of four parallel connected-blocks raised on a substantial concrete podium which projects forward of the building visually separated from the hotel towers which are cantilevered on a series of robust concrete piers. The tower blocks vary in height from 7-storeys at the rear, 9 at Tottenham Court Road and up to 10 and 13-storeys in the centre. Each is tapered at either end in stages with a clever saw tooth projection so that every room is provided with a view of the street looking either north or south. When viewed from the west the building however appears to be windowless and the brown reinforced concrete finish dominates the view.

The visual effect of the building is uncompromising. The brutal architecture does not sit easily with the accepted building forms around it. It does not adhere to the traditional rules of street architecture and follows its own logic to create an assertive and unique building form dictated by function.

The proposal seeks to redefine the building to create a visually interesting media wall to replace the bland and featureless projecting podium. The podium features a recessed dark glazed element which are not useable windows or a source of light to the casino within. The income from the media screen will in part fund the installation of accent lighting to accentuate the architecture of the buildings western facade to create a dramatic night time appearance.



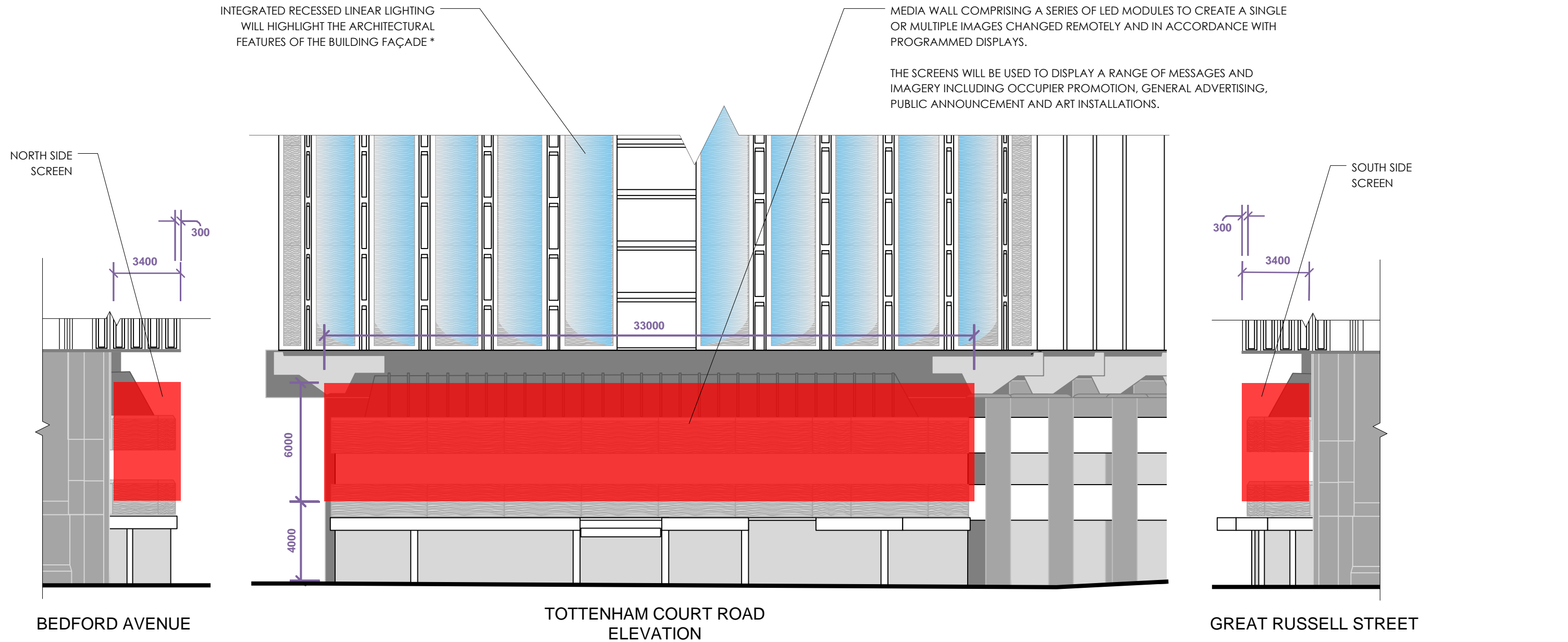
JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	1:250 Refer to Scale Frame
DRAWING	Existing Elevation
REFERENCE	A01031/04

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4.0 Proposed Elevations



* Lighting colour and position is for illustrative purposes only and not part of the application for advertisement consent

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JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	1:200 @ A3 - Refer to Scale Frame
DRAWING	Proposed Elevation
REFERENCE	A01031/05



Westfield Stratford

5.0 Materials

Media Wall

The proposed media screen will be designed to appear as a seamless addition to the building and create a new and exciting identity befitting the retail environment of London's West End. The installation will use digital screen technology to display static images of products and goods found within the retail environment. The screen is made up of a series of RGB LED modules that enable the automatic change of the images at regular intervals in a repeating sequence.

Increasingly architects are applying architectural lighting to enliven otherwise drab buildings to create interest and enliven building facades. Architectural lighting can create dramatic effects through the highlighting of distinctive features of a building to give a striking night time identity. This feature lighting can be incorporated into the building façade to add vibrancy and visual interest not only to the building but also the area.

The architecture of the building lends itself to the shape of the media screen. The screen will appear as an integral part of the building and be used to display static images that will include commercial messages, public information and visual art to re-enforce the commercial and dynamic nature of this part of the West End, identifying the Circus as a memorable destination, a meeting place and a London focal point.



Centre Point at night



Piole Himeji Japan.



Saeng Neeung press building



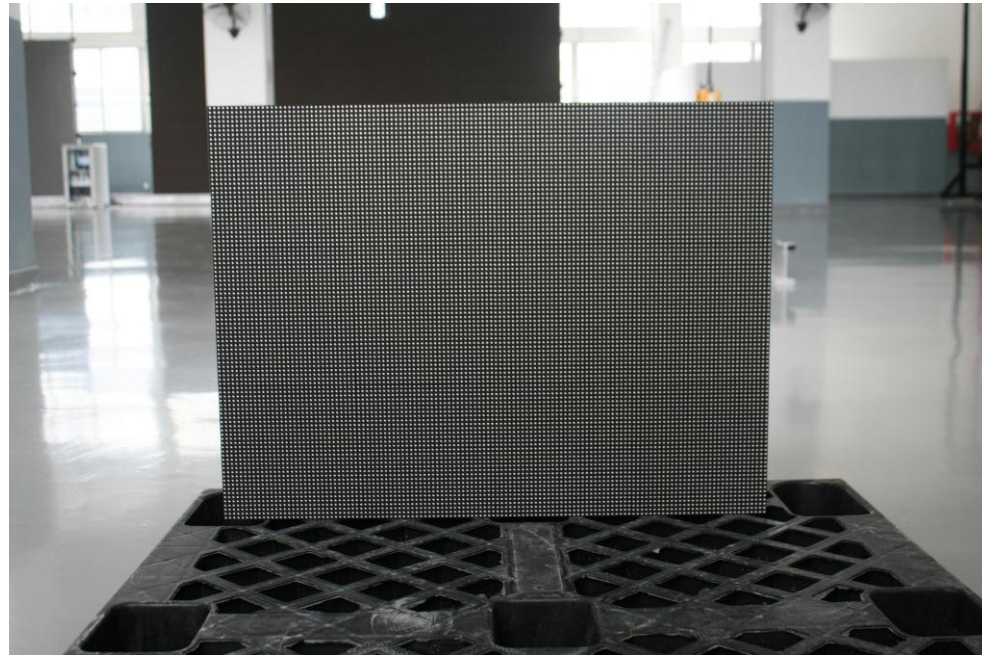
Lime Street Liverpool

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JOB	Media Wall
CLIENT	St Giles Hotel
SCALE	N/A
DRAWING	Media Wall / Light Architecture
REFERENCE	A01031/06

Screen Detail

Front



Rear



Installation

- Tested in factory before shipment.
- Easy to install by fixation
- Transported full assembled, which minimize actions on site for the installation.

Sustainable DEvelopment

- Power efficient: Lower power consumption thanks to dynamic dimming approximately 30-40% less. Minimizes the impact on the environment.
- Digital furniture mainly integrated by long life and recyclable materials.

Screen

Technology	SMD LED 3 in1
Pitch	10mm
Resolution of Tile	2560 x 1600
Brightness	Max 2500 Cd/m ² daytime level 600 Cd/m ² nigh time level
Size of standard module	2560 x 1600mm
Angle of Visibility Horizontal	120°
Angle of Visibility Vertical	120°
Contrast ratio	1200:1
Frame Frequency Hz	60
Refresh Frequency	upto 720
Display color	72%
Backlight technology	LED
Number of colors	16,7 Million

Operating Conditions

Temperature	-10° c/+45° c
Humidity	5%-90%
Possible screen orientation	Landape
Other	Direct sunlight

Lifespan and Warranty

Lifespan Typical	5 years/ 100,000 hours
Standard warranty	Please contact the DGRPO-Projects-pt@jcdecaux.fr
Extended warranty	
Daily maximum operating time	24h

Electricity

Input Voltage	220v +/- 10%
Max Power	1098w/m ²
Average Power	440w/m ²

Weight and Conditions

Global	698 (W) x 668 (H) x 250 (D) mm
Visible	38230mm(H) x 5990mm(V)
Visible area	228m ²
Weight Super Sized module	18Kg per module, 2.7Kg per tile
Screen aspect ratio	16/9

JOB	Media Wall
CLIENT	St Giles hotel
SCALE	NTS
DRAWING	LED Modules
REFERENCE	A01031/07

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6.0 Planning Considerations

Advertisement Control

This application is submitted under the provisions of s9 of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement. The Regulations identify two areas of consideration, being the impact of the advertisement display on the interests of public safety and visual amenity.

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and its guidance that is to be taken into account in planning decisions. The framework provides a set of general guiding principles to be applied to development management. In respect of advertising development the framework confirms that only those advertisement displays that have an appreciable impact on a building or on their surroundings should be subject to detailed assessment.

Relevant core planning principles of the NPPF include the aim of securing high quality design in new buildings and encouraging vitality in urban areas, both of which are embodied in the proposal. Paragraph 63 states that in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally within an area. This proposal is an example of innovative design that does enliven the area, adds to local character and distinctiveness and raises the standard and expectation of quality for design within the area and is therefore, in accordance with paragraph 67 of the NPPF.

Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and is the relevant guidance on advertising proposals in England. Factors relevant to amenity considerations include the general characteristics of the locality, which includes the presence of any feature of historic, architectural, cultural or similar interest in the immediate neighbourhood of the site where residents and passers-by will be aware of the advertisement.

It is suggested in the PPG that advertisements are less likely to have an adverse affect on visual amenity where the application site lies within an industrial or commercial area of a major town and city. This view is based on the fact that commercial messages and images are often part of the fabric of commercial areas and an expected feature to those people within and travelling through the area. The guidance identifies several types of advertisements that may cause a risk to public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs, none of which apply in this instance. Local policy and guidance can be material considerations in the determination of applications for advertising development but only where the policy aims are applicable and related to amenity and public safety matters, the primary considerations in advertisement developments. The applicant believes that policy is supportive of the proposal in several respects.

UDP Policy

Policy CS5 Managing the Impact of Growth and Development

This policy presents the general approach the Council will apply and seek to achieve through new development. This policy does not include detailed standards of design or layout but a more abstract application of the Council's Core Strategy. Under part c) the policy seeks to promote high quality design and sustainable buildings. This proposal is a sustainable form of development in several respects. The development re-uses existing elements of the building façade to create something that is new and enlivening for the building whilst maintaining the highest standards in build quality and design. The screen technology is a far more sustainable and energy efficient method of displaying images than traditional rear illuminated signs that use wasteful fluorescent tube lighting. The use of printed displays are also more energy consuming in both the production and recycling processes and in the manual changing of a display, all of which are eliminated when using digital

screen technology. The feature lighting of the main hotel building will use low carbon and low energy LED strip lighting, which is a more cost effective and sustainable form of external lighting.

The proposal was formulated with the purpose of ensuring the alteration would be sympathetic to the building design and will appear as an enhancement to its appearance. In this way the proposal will accord with part d) of this policy. The proposal will present a significant extent of advertising space but in an area where large scale commercial developments dominant the townscape and provide the appropriate scale to support this scheme. Overall the aims of core strategy CS5 will not be offended or undermined by this development.

Development Policies

Policy DP24 Securing High Quality Design

The context of the application site is acknowledged to be renown as a busy commercial setting. The local character is heavily influenced by the transport infrastructure and volume of traffic passing through the area both during the day and at night. The surrounding streets are already very well lit by high level street lighting and from brightly lit shop façades throughout the hours of darkness. The scale and eclectic nature of the architecture within the area defies any attempt to identify a vernacular style or design. The site does not lie within a conservation area nor is it close to a Listed Building or other physical historic feature of note, where the setting would be harmed by this proposal. The host building is a modern and functional edifice, which is relatively devoid of any external ornament or decoration. The proposed advertisement and changes to the building will make an appreciable and beneficial improvement to the appearance of the building without resulting in tangible harm to local visual amenity.

The character of the local area will be unaffected by the proposal. Advertising is not uncommon in this and other busy commercial urban

locations. The opposite is in fact the case within the West End and other busy city streets such as Tottenham Court Road where there is an expectation on the part of visitors and shoppers to see overt and brightly lit facades. There are several examples of various types of advertisement displays within the locality not only on retail and business uses but also roadside and freestanding pavement displays unconnected with any particular building or business. The retail frontages are vibrant and brightly lit and in several cases, notably opposite the application site, where active commercial uses and imagery is not confined to the traditional street level window display but extended to first and second floor level. The proposed alteration and addition to the building will have the effect of creating a more stimulating and visually interesting façade and will be built to a high standard that complements the buildings architecture. The notion of scale is not confined to the issue of height in this context, but extends to include the overall bulk, mass and extent of buildings. The site is an expansive complex of four towers with heights ranging from seven to 13 storeys. The proposal represents a small part of the buildings overall scale and is confined to the busy road frontage away from the more sensitive aspects of its surroundings. The proposed screen would not therefore dominate or overwhelm the building, and will forever assume a visually subordinate role. Overall the aims of DP24 will not be offended or undermined by this development.

Camden Planning Guidance

Advertisements, signs and hoardings

In general the SPG seeks to ensure advertisements take account of their surroundings and, when affixed to buildings, respect the design and external fabric of the building. The guidance notes that the most successful forms of advertisement achieve these stated outcomes and alter as little as possible the fabric of the building. These reasonable aims are achieved in this proposal by the attention to the detail of the buildings architecture and by designing the advertisement to fit within the existing fabric and encompass the projecting podium structure.

The SPG is clear that 'unique' forms of advertising will be acceptable where they successfully integrate into a building design and are compatible with an areas character. In terms of the relative height of an

advertisement to a building, the SPG refers to fascia level, or the space below the roof of a building as being the area within which advertising should *generally* be contained. The terms are intended to apply to all forms of external advertising and perhaps does not easily apply to a building of this type and design. However when viewed in relation to this proposal, the advertisement would not rise above the buildings principal roof line or indeed the mono-pitched roof feature that sits above the projecting podium. Nevertheless the advertisement will be positioned above street level and the SPG suggests that such high level signs should be restricted in their illumination.

The site is located at a major road intersection which is already highly lit throughout the hours of darkness. Euston Circus is not a quiet side street but is both characterised and dominated by high levels of traffic throughout the day and night. The area is vibrant with a busy night time economy provided by the many entertainment, bars and restaurants located within the area. The illumination of the advertisement would not add appreciably to the ambient lit environment or appear as an isolated source of illumination, given the nature and character of the locality. The level of illumination would be proportionate to the environment and consistent with ILE advice, as mentioned within the SPG. Should it be necessary to limit the manner of use of the screen the applicant would accept conditions aimed at controlling the level and duration of illumination to one that is appropriate and necessary in the interests of amenity and to enable consent to be granted.

Safety Impact

In respect of public safety the principal consideration is likely to be the effect of the advertisement sign on driver behaviour, in particular, whether a display at this location is likely to be so distracting as to present a traffic hazard. This type of roadside display is not uncommon in urban areas and is a natural evolution of the outdoor advertising medium. Drivers travelling through London's West End would be accustomed to seeing commercial images, messages and high level brightly lit theatre signs on the approach to the site and vehicle speeds are typically very low. The size and scale of the advertising display and

its position within the locality would not be so unusual as to appear out of place or particularly diverting for a driver. The approach to the application site and main audience are drivers travelling north on a relatively un-complex approach road where there are no unique or demanding road conditions that present a traffic hazard. A driver will be able to observe the proposed sign, absorb the simple message being displayed and adjust their driving accordingly without creating a highway danger.

Conclusion

In summary, this proposal represents an innovative and creative development that is appropriate and sympathetic to the buildings form and architecture. The scale and nature of the proposal would complement the scale, design and appearance of the main building and active uses found within the locality without undermining its character. Located on the Tottenham Court Road within the Central London Area, the proposal will make a positive contribution to local character, to the local retailing function, the areas vibrancy and to visually amenity. The proposal will support the niche electronic based retailing, which is a valued part of the area and a recognised centre for digital media products and a defining characteristic. The proposal will also complement Fitzrovia's function as a part of London's West End in attracting visitors, trade and activity into the area.

The application site does not fall within a conservation area but is located opposite one, however it will mirror the scale and complement the contemporary retails uses that face Tottenham Court Road. The existing façade is not attractive and makes no positive contribution to visual amenity, whereas the proposed changes will enliven the frontage and redefine the buildings identity.

The proposal is sympathetic to the aims of local and national policy guidance to promote innovation and high quality proposals that make effective use of developed land and enhances local amenity. The scheme would not be against the interests of visual amenity nor would it compromise public safety.

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