

Delegated Report			Expiry Date:	11/12/2015
Officer			Application Number(s)	
Matthias Gentet			2015/5487/A	
Application Address			Application Type:	
Former Town Hall Extension Argyle Street London WC1H 9JE			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016.				
Consultations				
Summary of consultation responses:		<p>An objection from Transport for London (TfL) was received, summarised as follow:</p> <p>From the package of information submitted to Camden Council a number of things remain unclear, such as the following:</p> <ul style="list-style-type: none"> ○ The scaffolding licence to ensure it is structurally safe to support the shroud and advertising ○ The date at which the scaffolding is to be erected and the date the shroud and advertising is to be erected ○ Elevations or photomontages of the proposed advertising, or examples of this ○ The type of advertising that is to be displayed and the duration <p>Without this information TfL cannot provide comment on the level of distraction that will be caused to drivers, particularly those exiting Pancras Road. Therefore until such information is provided this application cannot be supported by TfL.</p>		
Site Description				
<p>The application site is located on the corner of Argyle Street with Euston Road, to the north –eastern end of Euston Road and is formed of a 9-storey building on an elevated ground floor used as the annexe to the original Town Hall on Judd Street. The host building is of modern design more commonly called “brutal architecture” connected to the adjacent Grade II Listed Town Hall by an enclosed concrete link at second and third floor level (from the Town Hall Extension to the Old Town Hall respectively).</p> <p>The site address is surrounded by Grade II listed buildings which includes St Pancras Chambers, Grand Midland Hotel and St Pancras Station opposite, Grand Northern Hotel and Kings Cross Station to the north-east, rows of terrace houses on Argyle Street providing a large variety of hotels to the south-east and the Old Town Hall to the south-west on the corner of Judd Street with Euston Road.</p>				

The British Library, a Grade I Listed Building, can be found to the north-west of the site which lies within the Kings Cross St Pancras Conservation Area but is also bordered by Bloomsbury Conservation Area to the south.

Relevant History

Site History:

2015/5321/P – (currently awaiting determination) - Various amendments to approved scheme: amendments to rooftop extension to include; deeper fins, shallower overhang, colour of metal finish, rooflight omitted, elevational alterations at 8th floor level, projection of external lift structure on to Euston Road, Installation of steps on to Euston Road, Goods lift overrun, as amendments to planning permission 2014/7874/P granted on 25/08/2015;

2014/7876/L – (granted on 25/08/2015) - Demolition of existing staircase and bridge link and the reinstatement of the facade to east elevation of Camden Town Hall;

2014/7875/L - (granted on 25/08/2015) - Reinstatement of the facade at ground floor level following demolition of Camden Centre entrance extension;

2014/7874/P – (granted on 25/08/2015) - Change of use from Council offices (Sui-generis) to hotel (class C1) and alterations to the building including removal of roof top plant, an extension at roof level and alterations to façade;

2012/1768/A – (granted on 22/05/2012) - Display of 1x internally illuminated (intermittent) LED sign on side elevation facing Euston Road;

2011/5760/A – (granted on 16/02/2011) - Display of an externally illuminated shroud advertisement between the 1st floor and roof level facing Euston Road for a period of 4 months (01/06/2012 - 30/09/2012) during the Olympics. (Not implemented)

Adjacent Sites:

2014/6966/A – (refused with warning of enforcement actions on 17/12/2014) - Display of non-illuminated advertisement shroud to the front elevation for a period of 3 months from 10/01/2015 to 10/04/2015 - **1-11 Euston Road**;

2014/5584/A – (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.

2014/2537/A – (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**;

2013/2776/A – (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

2012/3904/A – (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**;

2012/1933/A – (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;**

2012/3904/A – (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;**

2011/2687/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;**

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;**

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.**

It must be noted that the Council has resisted similar proposals in recent years all over the borough. However, non-illuminated shrouds and advertisements have received positive outcomes.

For the benefit of the officer's report, the following lists are to be considered relevant, in addition to the above listed applications and to be taken into consideration:

- Non-illuminated shrouds and advertisements which have been approved: 2014/6650/A, 2015/6754/A, 2014/6777/A, 2014/7056/A, 2014/7588/A, 2015/0283/A, 2015/2178/A, 2015/2540/A, 2015/3167/A, 2015/4516/A;
- Illuminated shrouds and advertisements which have been refused: 2014/2535/A, 2013/7215/A, 2012/3904/A, 2012/1933/A, 2012/0682/A, 2011/5470/A
- List of shroud and advertisement applications which have been refused and dismissed on appeal:
 - 2014/7092/A - 178 - 182 Camden High Street;
 - 2014/4143/A - Oxford Arms PH, 265 Camden High Street;
 - 2014/3345/A - 174 Camden High Street;
 - 2013/7938/A - 35 Great Russell Street & 20 Bloomsbury Street;
 - 2013/7299/A - 150 Holborn;
 - 2012/3389/A - 174 Camden High Street;
 - 2012/2497/A - 465 Finchley Road;
 - 2008/1016/A – Scala, 275 Pentonville Road;
 - 2004/1144/A - 55 New Oxford Street.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategies Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden’s Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2015 (As amended)

CPG1 (Design) chapter 8

Kings Cross St Pancras Conservation Area Appraisal

Bloomsbury Conservation Area Appraisal

National Planning Policy Framework 2012

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

The London Plan 2015 (Consolidated with amendments since 2011)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Introduction:

- 1.1 The proposal has been submitted with a variety of information forming the basis for the refusal along with the assessment of the proposal as it stands.
- 1.2 The host building is to undergo extensive construction works following approval for a change of use from council offices to a hotel. Various internal works have already taken place leading onto external works in the near future justifying the need for the current submission.
- 1.3 Amendments were sought to have the size of the advertisement reduced to be occupy no more than 10% of the whole elevation as well as the removal of the external illumination which was rejected. Additional information were also request but not provided.
- 1.4 The proposed shroud and externally illuminated advertisement would cover the Euston Road elevation only. The remaining three elevations are not part of this application nor are they to be the subject of forthcoming advert consent applications for a similar proposal.
- 1.5 There is a discrepancy between the measurement details provided in section 11 of the application form and the measurement taken from the drawings. The details as shown on the plans - which for any approval normally form part of any approved documents unlike the application form - have been used to assess the proposal against the relevant policies.

2. Proposal:

- 2.1 The proposal is seeking advert consent for the display of a shroud with a 1:1 true image of the host building with a large advertisement externally illuminated by 9 x floodlights.
- 2.2 The advertisement is to measure 43.8m in width x 25.8m in height and covering an area of 1,130.6sqm and the shroud, 48.1m in width x 41.5m in height and covering an area – which includes the advertisement at its centre – of 1,995.3sqm.
- 2.3 The shroud is to cover not only the elevation from the first to the seventh floor of the existing 8-storey building but also the approved extension. The advertisement would cover the elevation from the first to the seventh floor which represents the existing building minus

the ground floor level.

- 2.4 For the advertisement to be acceptable and comply with Camden Planning Guidance CPG1 (Design) which clearly states that the advertisement should not cover more than 10% of each elevation, its overall size would need to be reduced significantly so that it does not exceed 199.5sqm.

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.

3. Amenity:

- 3.1 The proposed shroud would depict a true image of the host building at the scale of 1:1 and would shield unsightly construction works in accordance with CPG1 (Design) which clearly states that scaffolding is only to be erected for the purposes of carrying out building works.
- 3.2 However, CPG1 (Design) also states that the netting or shroud covers the entire elevation of any given building. In this particular case, the proposed shroud is to be erected from above ground floor to roof level.
- 3.3 Nevertheless, it is to be envisaged that the ground floor part of the building is to be fenced off at some stage for various reasons such as security purposes, and as such, a shroud as such a low level may not be practical or feasible.
- 3.4 The sensitive nature of the location must be considered. The application site is at the centre of Kings Cross, a busy and vibrant area which has undergone massive changes over the past 15 years or so, seeing the regeneration of St Pancras Station, Kings Cross Station and surrounding area into a thriving hub for tourists and residents alike.
- 3.5 The impact on the setting of iconic and listed buildings surrounding and adjacent to, the host building further increases the potential of harm that may be caused by inappropriate development in such a prominent location.
- 3.6 Although the shroud itself is justified in its erection by being affixed to scaffold required for the purpose of building works, and as such, is considered acceptable in terms of its size, scale, design and location, and in accordance with policies, the same cannot be said of the externally illuminated advertisement. The previous temporary approval for the same site was justified by direct links to the Olympics, which was considered to be of such importance and for such a short time period as to justify an exception. In any event it was not implemented. The same exception does not apply to this application.
- 3.7 The proposed advertisement is to occupy over two third of the overall size of the proposed shroud and is to be externally illuminated by 9 x floodlights to be installed right at the top of the signage.
- 3.8 The size of the proposed advertisement is contrary to CPG1 (Design) which clearly states that advertisements in conservation areas and/or near listed buildings should not cover more than 10% of each elevation. The proposed signage is clearly out of proportion with the overall size of the elevation.
- 3.9 The externally illuminated advertisement would be highly visible from Kings Cross and a major junction comprising Euston Road, York Way, Pentonville road and Gray's Inn Road due to its sheer scale and in particular, its method of illumination consisting of 9 floodlights, considerable and unjustified in their number. As such, the proposed externally illuminated advertisement would be prominent feature within the streetscene.

3.10 It is considered that the proposal as submitted would be such that, by virtue of its size, scale, design, location and in conjunction with its method of illumination, would be unduly dominant and detrimental to the appearance and character of the Kings Cross and adjacent Bloomsbury Conservation Areas, the host building and the streetscape and would be harmful to the setting of adjacent listed buildings.

4 Public Safety:

4.1 The addition of 9 x floodlights above the proposed signage is considerable in their number and unjustified. The level of illumination generated would be such that it would inevitably distract the attention of any road users – be it lorry/bus drivers, motorists, cyclists and even pedestrians.

4.2 Floodlights, in general term and use, generate a high level of illumination. The proposed external illumination is to be installed on the ridge above the 7th floor which, in view of the size of the proposed advertisement, would illuminate the equivalent of the 8-storey building elevation the shroud and advertisement are to conceal.

4.3 Taking into account the surface to be illuminated area coupled with the high number of floodlights as well as the intensity/level of illumination proposed, it is considered that the method and level of illumination to be unacceptable and harmful to the safety of road users and pedestrians in such a prominent location.

5 Recommendation

5.1 The proposed advert is considered to be detrimental to the Conservation Areas, the streetscape, the host building and harmful to the setting of surrounding listed building contrary to Local Development Framework policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) and the application is therefore recommended for refusal.

