

Delegated Report			Expiry Date:	29/03/2016
Officer		Application Number(s)		
Matthias Gentet		2016/0523/A		
Application Address		Application Type:		
Land at St Giles Circus 1-23 Denmark Place 18-28 Denmark Street 52-59 St Giles High Street London WC2H 8NJ		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Temporary display of shroud advertisement with 1 x non-illuminated advertisement on Denmark Street elevation from 01/04/2016 to 01/04/2018.				
Consultations				
Summary of consultation responses:		No comments were received in relation to the proposal.		
Site Description				
<p>The site address is formed of 4-storey/4-storey with roof mansards within a large triangular area bordered by Denmark Street to the south, and St Giles High Street to the north-west, with its apex corner overlooking onto the Grade I listed St Giles-in-the-Fields Church so the south of St Giles High Street. The area is currently undergoing massive redevelopments of St Giles Circus which includes Grade II listed Centre Point and Tottenham Court Road directly to the north, Charring Cross Road to the west as well as the triangular area the application site covers.</p> <p>The site lies within Denmark Street Conservation Area, and is surrounded by several (Grade I & II) listed buildings. Central St Giles Piazza can also be found some 40 yards to the east, on the corner of Earnshaw Street with St Giles High Street, just outside Denmark Street Conservation Area boundaries.</p>				
Relevant History				
<u>Site Address:</u>				
<p><u>2016/0522/A</u> – (in the process of being granted) - Temporary display of a shroud with 1 x non-illuminated advertisement to Charing Cross Road and Andrew Borde Street elevations from 01/04/2016 to 01/04/2018.</p> <p><u>2014/6754/A</u> – (granted on 24/04/2015) - Temporary display of a shroud with 1 x non-illuminated advertisement to Charing Cross Road and Andrew Borde Street elevations and display of a shroud with 1 x non-illuminated advertisement to St Giles High Street and Denmark Street elevations from 01/01/2015 to 01/01/2017.</p>				
<u>Adjacent Sites:</u>				

2015/6830/A – (granted on 23/12/2015) - Display of 6 lamppost banners in various locations along St Giles High Street - **St Giles High Street**.

2014/7074/A – (granted on 06/01/2015) - Display of 6 x lamppost banners in various locations along St Giles High Street for a period of one year - **St Giles High Street**.

2011/2591/A – (granted on 22/07/2011) - Display of 1x externally illuminated shroud and 1x non-illuminated shroud with advertising on rear and flank elevation respectively of building fronting Andrew Borde Street for a temporary period of 3 years - **1 - 6 Denmark Place and 52-55 St Giles High Street**.

Other Sites within Camden:

2016/0472/A – (granted on 03/03/2016) - Temporary display of a non-illuminated shroud with 1:1 image of existing building and advertisement from 04/04/2016 to 26/10/2016 - 187 Camden High Street.

2015/5487/A – (**refused** on 15/01/2016) - Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016 - Former Town Hall Extension, Argyle Street.

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;

2014/7092/A – (**refused** on 28/11/2014 and **dismissed on appeal** on 23/06/2015) - Display of 1 illuminated and 2 non-illuminated shroud signs - 178 - 182 Camden High Street.

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.

2014/4143/A – (**refused** on 20/08/2014 and **dismissed on appeal** on 16/02/2015) - Display of temporary externally-illuminated scaffold shroud advertisement - 265 Camden High Street.

2014/3345/A – (**refused** on 16/07/2014 and **dismissed on appeal** on 06/11/2014) - Continued display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations of public house.

2014/2535/A – (**refused** on 27/06/2016) - The display of an externally illuminated advertisement shroud between the 1st and 2nd floor of existing residential flats between 01/07/2014 - 31/12/2014 - 214 - 216 Camden High Street.

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;

2014/2521/A – (**refused with warning of prosecution action** on 12/05/2014) - Temporary scaffold shroud advertisement incorporating a coloured 1:1 replica image of the building facade wrapped over the whole scaffolding during the building process and incorporating an inset commercial poster advertisement whose design may change - 2 Kentish Town Road.

2014/1002/A – (granted on 14/04/2014) - Display of temporary non-illuminated scaffold shroud advertisement - 265 Camden High Street.

2013/5984/A – (granted on 24/10/2013) - Temporary display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations for a period of 8 months.

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

2012/5044/A – (**refused** on 19/11/2012) - Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 6 month period from July 2012 and December 2012.

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.

2012/3389/A – (**refused** on 22/08/2012) - Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012.

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

2012/0367/A – (granted on 17/04/2012) - Display of externally illuminated shroud and banner on scaffolding on Parkway for a temporary period until 1st September 2012 - 187 Camden High Street.

2011/5172/A – (**refused with warning of enforcement action** to be taken on 16/12/2011 and **dismissed on appeal** on 16/05/2012) - Display of externally illuminated advertisement shroud on scaffolding for a temporary period from 1 November 2011 to 1 July 2012 (retrospective).

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;

2011/1728/A – (granted on 28/06/2011) - Display of an advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012.

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;

2010/4028/A – (**refused with warning of enforcement action** to be taken on 22/09/2010 and allowed on appeal on 10/02/2011) - Continued display of illuminated hoarding (12m x 8m) on scaffolding on Parkway elevation for a temporary period until 30th November 2010 - 187 Camden High Street

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

2008/4116/A – (**refused with warning of enforcement action** to be taken on 14/10/2008 and allowed on appeal on 30/03/2009) - Temporary display (12 months) of externally illuminated hoarding (10m x 14m) on scaffolding on Camden High Street and Parkway elevations.

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:

- Illuminated shrouds and advertisements which have been refused: 2014/2535/A, 2013/7215/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.

Enforcement History (various location within Camden):

- EN15/1264 - 275-277 Pentonville Road.
- EN15/0173 - 150 Holborn.
- EN14/1149 - 1 - 11 Euston Road.
- EN14/0446 - 15 Cleve Road.
- EN12/0849 – 174 Camden High Street
- EN11/0569 – 174 Camden High Street
- EN11/1084 - The Great Northern Hotel, St Pancras Way

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP21 – Development connecting to the highway network

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

Denmark Street Conservation Area Appraisal (March 2010)

The London Plan 2015 (Consolidated with amendments since 2011)

National Planning Policy Framework 2012

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

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 and taking into account the previous approval of a smaller sign at the site location.
- 1.2 The area of St Giles is undergoing a massive redevelopment, encompassing demolition of large sections to the south Tottenham Court Road at the top of Charing Cross Road, new traffic layout, and extensive refurbishment of the whole of Centre Point. Denmark Place is no longer part of the urban landscape, and the listed buildings attached to Centre Point, comprising of residential blocks and a public house, are no longer standing.
- 1.3 The triangular area forming part of this application - bordered by Denmark Street and St Giles High Street - is the subject of extensive regeneration under planning application reference: 2012/6858/P.
- 1.4 A previous advert consent application reference: 2014/6754/A was granted for the temporary display of a shroud with 1 x non-illuminated advertisement Denmark Street and St Giles High Street Elevation from 01/01/2015 to 01/01/2017. The advertisement measured 6m by 6m (sitting over 2 shroud elevations – one half (3m in width by 6m in height on the apex elevation fronting St Giles-in-the-Fields Church, and the other half (3m in width by 6m in height, sited on the adjacent St Giles High Street elevation forming the corner with Denmark Street). The rest of the shroud with the second advertisement was located to the rear, facing Centre Point.
- 1.5 The shroud and advertisement are to be non-illuminated. This was a reason for amending the previously approved scheme, the method of illumination being considered unacceptable in such a sensitive location being surrounded by listed building, in particular the harm this would cause to the setting of the Grade I St Giles-in-the-Field church opposite.

2. Proposal

- 2.1 This resubmission is now seeking advert consent for the display of a shroud with a 1:1 true image of the host building with a larger advertisement – measuring 8m in width by 10m in height.
- 2.2 The shroud is to cover the whole of Denmark Street elevation at the exception of No17, with a direct angled corner at Denmark Street with St Giles High Street, and would measure 66.7m in width by 18m in height. The apex elevation present on the previous approved shroud design has been removed, forcing the relocation of the advertisement in the bottom right hand corner of the shroud, to face directly onto St Giles-in-the-Field church.
- 2.3 The advertisement would only cover 80sqm of the area of the 1200.6sqm of the shroud. As such, this would comply with Camden Planning Guidance CPG1 (Design) which recommends that advertisement should not cover more than 10% of each elevation when in a conservation area, near or on listed building.

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 within the St Giles redevelopment which has undergone, and is still undergoing, massive changes over the past 5 years or so, seeing the regeneration of the whole area. There is a large number of listed buildings within, as well as in close proximity to the redevelopment site. The most sensitive of all being St Giles-in-the-Field church.
- 3.5 The impact of 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 clearly 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 size of the non-illuminated advertisement. The previously temporary approval for the same site, and for a temporary period of 2 years, was considered appropriate in terms of the smaller size of the advertisement.
- 3.7 Coupled with its location, sitting facing onto St Giles High Street from the side elevation (overlooking part of a construction site), and from the apex elevation towards Princes Circus, the previously approved advertisement wasn't causing direct harm to the setting of St Giles-in-the-Fields church. Being in a less conspicuous location, and of a smaller size, its impact wasn't so great as to warrant a refusal.
- 3.8 The proposed advertisement is now to be facing directly onto St Giles-in-the-Fields church, has increased in size, and, despite being less than the recommended 10% of the elevation (Denmark Street), is still considerable in size, covering an area of 80sqm, spreading over 3 storeys (from the bottom of the first floor to the top of the third floor) which is substantial in comparison to the overall height of the building. This would leave only the ground floor and the roof mansard part of the elevation, left exposed.
- 3.9 Although the proposed advertisement is not to be illuminated, its impact on the conservation area, along with the harm caused to the adjacent listed buildings, and in particular St Giles-in-the-Fields church, would be highly significant. It is considered that the proposal as submitted would be such that, by virtue of its size, scale, design and location, would be unduly dominant and detrimental to the appearance and character of St Giles, Denmark Street Conservation Area, the host building and the streetscape, and would be harmful to the setting of adjacent listed buildings.

4. Public Safety:

4.1 The shroud with advertisement would not bear any type of illumination. Taking into account the slow pace of the traffic in this highly congested part of Central London, the public safety aspect of the proposal is therefore not an issue.

4.2 As such, the proposal is not considered to be detrimental to the safety of road users and pedestrians in this congested area.

5. Recommendation

5.1 The proposed advertisement is considered to be detrimental to Denmark Street Conservation Area, the streetscape, the host building and harmful to the setting of surrounding listed buildings 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.

