

Appendices

Appendix A

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Thank you in advance.

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From: "Gentet, Matthias" <Matthias.Gentet@camden.gov.uk>

To: <mark@infinity-outdoor.co.uk>

Cc:

Date: Wed, 30 Sep 2015 11:26:12 +0100

Subject: RE: Your application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

Dear Mark Wilkinson

Thank you for your advert consent reference as above.

I am the officer dealing with your application which is yet to be registered.

There are several issues relating to your current proposal that need to be addressed following its initial assessment.

Shroud:

The proposed shroud is shown to cover the elevation fronting Euston Road. It isn't possible to ascertain whether it is to wrap around the rounded corner of the former Town Hall Extension overlooking the Old Town Hall, and similarly for the other rounder corner to the north-east fronting Argyle Street.

It would assist in understanding the proposal by providing further details on the erection of the scaffolding alone, meaning that would there be only one elevation obscured by scaffolding or other elevations too for example. Though the rest of the elevations, if they are to be obscured by scaffolding, are not to be considered as an assessment requirement (these are irrelevant to this application), it would however, clarify the relationship between the scaffolding and the need for a shroud to be erected on the particular elevation (Euston Road).

At this stage, I am unable to comprehend the purpose of a shroud being erected on a single elevation of a building where all four elevations would be presumed earmarked for

construction works - due to the revamping of the entire building other than the commercial purpose to raise revenue through advertising along. There is no evidence supporting and/or justifying the requirement for the erection of a shroud due to the lack of information submitted in the form of a Works Schedule Statement detailing the various stages of the external works intended to take place, where and for how long.

Camden Planning Guidance CPG1 (Design) clearly states that *"scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works"*. As such, a Works Schedule Statement must be submitted to support the requirement for the erection of the shroud.

Due to the lack of information submitted justifying the presence of the proposed shroud, the proposal would not be acceptable and would thus not be granted advert consent.

Externally Illuminated Advertisement:

The proposed signage to be displayed on the shroud is to measure 25.8m in height x 43.8m in width which would represent a coverage area of 1090.9sqm. The entire area of the Euston Road elevation is around 2226.7sqm.

The CPG1 (Design) clearly states that *"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."*

As such, the proposed advertisement must not exceed more than 222.7sqm to comply with the Council's policy.

The method of illumination is also considered to be inappropriate. The Council has in the past resisted the approval of such proposals where illumination was originally proposed. Some of the proposals were amended to non-illuminated or refused on the basis of the method of illumination being deemed inappropriate.

The application site lies within a Conservation Area and amidst a large area consisting of listed buildings such as The Old Town Hall, St Pancras Station and the Grand Midland Hotel and Kings Cross Station. Policy DP25 clearly states that *"the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area and will not permit development that it considers would cause*

harm to the setting of a listed building.”

The proposed advertisement, by virtue of its size, scale, design, method of illumination and location is unacceptable and is considered to be harmful to the conservation area, the adjacent listed buildings and the streetscape contrary to CPG1. The proposed externally illuminated signage would therefore not be granted advert consent.

You are therefore advised to amend your proposal taking into account the various points raised above to be more sensitive and appropriate for the location by reducing the size of the advertisement so that it does not exceed 10% of the whole elevation and by removing the illumination from the proposal.

Please amend and submit the following:

- Works Schedule Statement detailing the various stages of the construction works to support the need for a shroud to be erected on the chosen elevation;
- The relevant drawings according to the above recommendations to be amended ensuring to annotate revision references;
- Annotate all drawings with a drawing reference;
- Confirmation in writing for the removal of some of the information originally submitted which would no longer be relevant such as the “lighting details” fact sheet;
- The “banner fixing banner” drawing to be amended by removing the lighting details *[ensure to annotate a drawing reference as well as a revision reference]*;
- Your application supporting statement to be amended by removing any reference to the method of illumination;
- Section 7 and 11 of your application form to be amended by adding the shroud and its measurements;
- The method of illumination of the signage to be amended from externally illuminated to non-illuminated;
- The “Typical Banner System” drawing shows what is either a section through the scaffolding or a side elevation in context with the a building that does not represent the Former Town Hall Extension and can therefore not be accepted as a supporting document to be approved. Please submit a section drawing or side elevation demonstrating the work area between the scaffolding and the accurate building. You will also need to remove any annotations and references to the lighting. *[ensure to annotate a drawing reference as well as a revision reference]*;
- The red line demarking the site boundaries needs to extend so to include the area of erection of the scaffolding on both the OS Map and the Site Plan. Both drawings also have identical drawing reference to be amended accordingly *[ensure to annotate an individual*

reference number and a revision reference]

- Photo Montage if possible but not compulsory.

Please note that the advertisement consent reference in your statement – ref: 2011/5760/A – was only for a period of 3 months and in association with and to promote the Olympics. It was not approved for commercial purposes. We have processed and approved several advert consent applications in 2014 and so far this year for non-illuminated shrouds (ref: 2014/5584/A, 2014/6650/A, 2015/6754/A, 2014/6777/A, 2014/6966/A, 2014/7056/A, 2014/7588/A, 2015/0283/A, 2015/2178/A, 2015/2540/A, 2015/3167/A, 2015/4516/A).

withdrawn

I hope the above will provide you with an understanding of my assessment.

Please do not hesitate to contact me should you wish further assistance with your application.

Many thanks

Matthias Gentet

Planning Technician | Planning Solution Team

Tel: 0207 974 5961 | matthias.gentet@camden.gov.uk

Development Management | Regeneration and Planning | Culture and Environment
Directorate | London Borough of Camden

5 Pancras Square | London | N1C 4AG

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