

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>13/10/2016</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Matthias Gentet		2016/4603/A		
<b>Application Address</b>		<b>Application Type:</b>		
Town Hall Annexe Euston Road/ Argyle Street London WC1H 9JE		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>				
Temporary display of a non-illuminated shroud and advertisement to Euston Road elevation from 01/11/2016 to 31/10/2017.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		<p>Due to the nature of the proposal, consultations were not carried out.</p> <p>However, an objection from <b>HS1</b> was received, summarised as follow:</p> <ul style="list-style-type: none"> <li>○ Advertisement would be readily visible from within the station;</li> <li>○ Would be framed by the eastern arch becoming termination view from people looking and walking through the station and arch, out onto the forecourt;</li> <li>○ Advertisement would have a negative visual impact on the views through and out of the station;</li> <li>○ Eastern arch is of exceptional architectural and historic interest;</li> <li>○ Would thus be read into the context of the station architecture;</li> <li>○ Would have a negative visual impact on the Grade I Listed Building;</li> <li>○ The introduction of an advert of this scale would have a detrimental effect on the setting of the Listed Town Hall, St Pancras Hotel and St Pancras Station and character of the conservation area.</li> </ul>		
<b>Site Description</b>				
<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 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 southeast 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:

2015/5487/A (refused on 15/01/2016, and dismissed on appeal on 09/08/2016) - Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016.

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 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;

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: 2016/0523/A (appeal was also dismissed), 2016/2540/A, 2015/6754/A, 2015/4516/A, 2015/3167/A, 2015/2540/A, 2015/2178/A, 2015/0283/A, 2014/7588/A, 2014/7056/A, 2014/6777/A, 2014/6650/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:
  - 2016/0523/A - Land at St Giles Circus, 1-23 Denmark Place, 18-28 Denmark Street, 52-59 St Giles High Street
  - 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**

#### **National Planning Policy Framework 2012**

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

#### **The London Plan 2016**

#### **Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

### 1. Introduction

- 1.1 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 justifying the need for the current submission.
- 1.2 A previous application for a shroud with externally illuminated commercial advertisement under application reference: 2015/5487/A was refused [see Relevant History above]. The applicant took the Council's refusal to appeal (ref: APP/X5210/Z/16/3145897) which was subsequently dismissed.
- 1.3 It must be noted that the previous proposal bore a very large commercial advertisement which would have covered a vast area of the elevation and was deemed totally unacceptable. The reasons for refusal were as follow:  
*The display of the banner, by reason of its size and visually prominent location would result in an overly dominant addition which would be harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings.*
- 1.4 The reasons given by the Planning Inspector must also be noted and taken into consideration in the assessment this revision, in so far that it was in the Planning Inspector's opinion that *'the proposed advertisement would have an unacceptably harmful effect on the visual amenity of the area. It would fail to preserve or enhance the character or appearance of the CA. It would also detract from the setting of the nearby listed buildings. The proposal would conflict with relevant policies and guidance.'*
- 1.5 The assessment of this resubmission is to take into account the Planning Inspector's findings, the points made in the objection from HS1 [see Consultations above], and the feedback from the Council's Conservation Officer by measuring the level of impact of the proposal on the amenity of the surrounding area.

### 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 non-illuminated commercial advertisement.
- 2.2 The advertisement is to measure 22m in width by 10m in height covering an area of 220sqm, to be displayed between to second and fifth floor level, on a shroud measuring 53m in width by 36m in height covering an area of 1908sqm.
- 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 CPG1 states that in conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

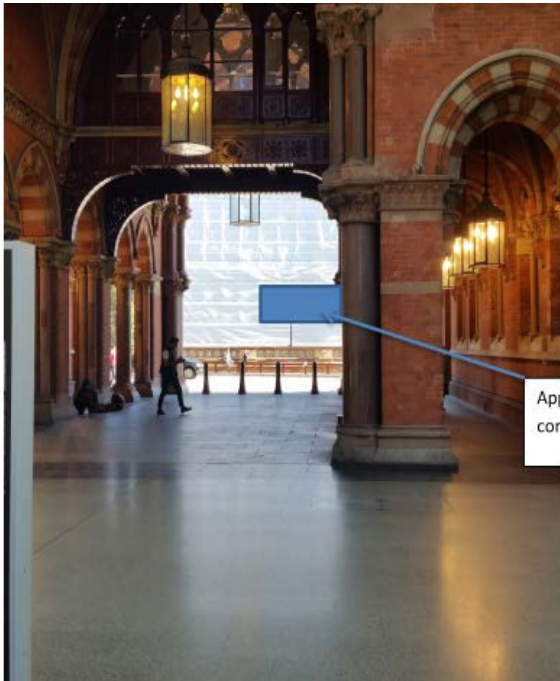
The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### 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, the ground floor part of the building has been fenced off for various reasons such as security purposes, ease of access to the building, 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 non-illuminated advertisement.
- 3.7 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.
- 3.8 HS1 [see *Consultations above*] have raised concerns in terms of the impact of the commercial signage on the view from within St Pancras Station whereby the signage in question will be framed by the historical Eastern Arch of St Pancras Station in direct line of vision with the location of the signage. This view is clearly visible in the photographic evidence provided by HS1 where the proposed advertisement would even be noticeable from the station's platforms, being quite evidently an intrusive external element. HS1 states that '*The proposed commercial advertisement would have a negative visual impact on the views through and out of St Pancras Station. The eastern arch is of exceptional architectural and historic interest being an original major exit point through the station designed as a monumental arch within main elevation of the hotel building.*'
- 3.9 See below views as provided by the objector:



Approximate location of proposed commercial advertisement



Approximate location of proposed commercial advertisement

3.10 It is noted the inspector's decision emphasized the quality of the existing setting. *'Advertisements in the surrounding part of Euston Road are largely limited to a modest degree of fascia signage and small projecting signs. High level signs, in particular large advertisement hoardings, are not a distinguishing feature of the area. There is an appreciable restraint in terms of advertisements and minimal visual clutter. This is a positive attribute in terms of the character and appearance of this part of the CA. It maintains the visual focus upon the high quality of some of the key buildings'*

3.11 Given the inspector's decision and the clear emphasis on the quality of the existing setting, the Council consider the presence of a commercial advertisement, regardless of its size, would be obtrusive and would detract from the special character and appearance of the Kings Cross St Pancras Conservation Area and impact upon the setting and character of the adjacent Grade II Town Hall, opposite Grade I St Pancras Station and Hotel and nearby Grade I Kings Cross Station. The views towards the signage will be significant due to its size and scale and due to the building being in a pivotal position; upon the junction of Pancras

Road and Euston Road. The advert will also be seen from within St Pancras which are key views out of St Pancras and of the forecourt of Kings Cross Station.

#### **4. Public Safety**

4.1 The proposal as submitted is for a non-illuminated signage that has also been considerably reduced in size from the previous application. Taking into account the sometime slow pace of the traffic in this 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, at times, congested area.

#### **5. Recommendation**

5.1 Refuse advertisement consent



