

Delegated Report			Expiry Date:	28/12/2018
Officer			Application Number(s)	
Alyce Keen			2018/5339/A	
Application Address			Application Type:	
373-375 Euston Road London NW1 3AR			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Erection of externally illuminated temporary advertisement shroud on the corner of Euston Road and Cleveland Street.				
Consultations				
Summary of consultation responses:		<p><u>Westminster City Council:</u> Due to its location, size, method of illumination and the lack of information submitted of what is to be displayed, the proposed temporary advertisement shroud would harm the visual amenity of the area, and be visible from views within the neighbouring Regent's Park Conservation Area. The proposal fails to comply with Policy S28 of Westminster's City Plan (November 2016) and Policies DES 8 and DES 9 of our Unitary Development Plan (adopted 2007).</p> <p><u>Transport for London:</u> The site of the proposed advertisement shroud is on A501 Euston Road, which forms part of the Transport for London Road Network (TLRN). TfL is the highway authority for the TLRN, and is therefore concerned about any proposal, which may affect the performance and/or safety of the TLRN.</p> <p>Illumination for the advertisement must be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 "The brightness of illuminated advertisement", because TfL wants to ensure drivers are not distracted and so there is no adverse impact on highway safety.</p> <p>Also, it must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing, because TfL wants to ensure drivers are not distracted and so there is no adverse impact on highway safety.</p> <p>Subject to the above, TfL has no objections to the proposal for a temporary advertisement shroud on the corner of Euston Road and Cleveland Street.</p>		
Site Description				
The site comprises an existing part 4 storey, part 5 storey (plus basement) building situated on the corner of Euston Road and Cleveland Street with the rear of the building facing Warren Street. It sits on the western edge of the Borough with Westminster City Council located on the opposite side of Cleveland Street. The footprint of the building covers the entire site. The site is located within the Central Activities Zone (CAZ), is within the Central London Area and is covered by the Fitzrovia Area				

Action Plan.

The host building does not lie within a designated conservation area and the building is not listed. The site is located in the proximity of heritage assets, including listed buildings, conservation areas and a registered park and garden of historic interest.

Relevant History

PS9604170R1 – Planning permission was granted in February 1997 for the erection of a roof extension at fourth floor level incorporating a mezzanine upper level and rear plant for office use.

PS9604313 – Planning permission was granted in February 1997 for alterations to the entrance to the upper floors on Euston Road comprising new entrance doors, new elevational treatment and erection of a glazed canopy.

PSX0105014 – Planning permission was granted in November 2001 for erection of roof extension at fourth floor level incorporating a mezzanine upper level and rear plant for office use.

PSX0105244 – Planning permission was refused in April 2002 for the erection of roof extension (4th floor level), incorporating a mezzanine upper floor level for office use and installation of plant at roof level.

2014/0603/P – Planning permission was granted in November 2014 for 393m² employment space at basement and ground floor with 16 residential flats (2,033m²) above. It included the removal of all external walls and re-cladding of the building envelope. Extensions at 4th, 5th and 6th floors were approved.

2017/7079/P – Planning permission was granted in April 2018 for the change of use from offices (Class B1a) and car showroom (Sui Generis) to education use (Class D1), including refurbishment of the existing building, a two storey extension to create a lecture theatre and classroom, installation of new ground bearing slab at basement level including associated works include plant, signage, cycle parking, PV and amendments to openings and entrances.

Relevant policies

National Planning Policy Framework 2018

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

London Plan 2011

Camden Local Plan Policies

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D4 - Advertisements

T1 - Transport

Camden Planning Guidance – Advertisements March 2018

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Proposal

The application relates to screening a portion of the scaffolding with a printed commercial display extending along both the Euston Road and Warren Street elevations.

The proposal is for a temporary period of 13 months, which is related to the anticipated time when the frontage will be scaffolded in connection with the redevelopment of the building.

The application form and proposed drawing states the size of the proposed advertising panel as 10m high by 7m wide on both street elevations making the area of the advertisement 140sqm compared to the total area of the scaffolding elevation of 918sqm. The advert would form approximately 15.25% of the overall elevation. It would be externally illuminated at the top by two lighting units.

Planning Issues

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.

Therefore, the main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding area and residential amenity;
- The impact of the proposed signage on public safety.

Amenity

Camden Local Plan states that advertisements must preserve or enhance the character of their setting and host building, as well as respect the form, fabric, design and scale of their host building and setting. Camden Planning Guidance for Advertisements states that shrouds on scaffolding will only be permitted where the:

- scaffolding covers the entire elevation of the building and depicts a true 1:1 image of the completed building;
- shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the
- advertisement on the shroud covers no more than 10% (on listed buildings or in conservation areas) of the shroud. The advertisement must also respect the architectural form and scale of the host building.

It is acknowledged that the shroud will cover both street elevations. However, on neither elevation would it depict a true image of the completed building rather the shroud would display a commercial image. The shroud will not exceed the height or length of the completed building; however, it would still cover a large proportion of the building's elevation. Whilst the building is not located in a Conservation Area, it would be prominent from the adjacent Conservation Areas of Regent's Park (Camden), Regent's Park (Westminster) and Fitzroy Square, to which it would be harmful to their setting.

The advertisement would be highly visible from the junction of Euston Road and Cleveland Street and adjacent Conservation Areas.

Due to its location, size, and method of illumination, the proposed temporary advertisement shroud would harm the visual amenity of the area, and be visible from views within the neighbouring Regent's Park and Fitzroy Square Conservation Area.

Public Safety

It is accepted that advertisements are intended to draw the attention of passers-by, whether they are

drivers, cyclists or pedestrians. The vital consideration is whether an advertisement is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care. Whilst the proposed shroud and advert would be large, and uncommon in that respect, it is unlikely to be considered hazardous to road users.

Conclusion

The proposed externally illuminated advertisement by reason of its size, siting and method of illumination would have a detrimental impact on the visual amenity of the locality, failing to preserve or enhance the character and appearance of the adjacent Conservation Areas, contrary to policy D4 (Advertisements) and D2 (Heritage) of the London Borough of Camden Local Plan and the application is therefore recommended for refusal.

Recommendation – Refuse Advertisement Consent