

David Fowler
London Borough of Camden
Development Management Team
5 Pancras Square
London
N1C 4AG

9th August 2019

Dear David,

Application for Advertisement and Listed Building Consent | Camden Town Hall

Introduction

Enclosed is an application for advertisement and listed building consent, made on behalf of Lendlease, acting as Project Managers on behalf of the London Borough of Camden. The application is for the display of advertisements on hoardings erected during the construction period for the refurbishment of the Grade II listed Town Hall, Judd Street, London, WC1H 9JE.

The hoardings will be erected in 4 doorways for the duration of the Camden Town Hall (CTH) refurbishment works. The proposed signage will be placed on the hoardings and will not be attached to the fabric of the Grade II listed building. However, listed building consent is sought in order to address any perceived impact of the signage on the listed building. The proposed signage will improve the street presence, visibility and appearance of the temporary hoarding. The proposed signage will also promote the aims and objectives of the refurbishment project at CTH.

The proposed description of development for the application is: *Installation of 3no. advertising panels in the Judd Street doorways and 1no. advertising panel on a Euston Road doorway for the duration of construction works at Camden Town Hall.*

Application content

This application has been submitted via the Planning Portal (ref: PP-07978969). The following make up the application and supporting documents:

- Application form
- Location Plan at scale 1:1250
- Existing and proposed elevations showing proposed details of signage

The relevant application fee of £132 has also been submitted in support of the advisement consent application.

CTH site

The CTH, formerly St Pancras Town Hall, was built between 1934-37 to designs by A.J. Thomas. It is a Grade II listed building, bounded by Judd Street, Euston Road, Tonbridge Walk and Bidborough Street. It is located within the King's Cross Conservation Area, and on the boundary of the Bloomsbury Conservation Area. It has been the primary public building and focus of the civic and democratic functions of the London Borough of Camden. The former Assembly Room, previously known as the Camden Centre, lies at the east end of the building with its foyer currently accessed from Bidborough Street.

The site is bounded to the north by Euston Road, a major road with fast flowing traffic, bus and cycle routes. Directly to the north of the site is St Pancras Station and Chambers and the St Pancras Renaissance Hotel. Adjacent to this, on either side, are the Grade I listed British Library and King's Cross Station.

To the west of the site, on Judd Street, are office buildings and student accommodation. The offices of the Royal National Institute for the Blind are located to the south west of the site. Directly south of the site, the character is more residential with the Queen Alexandra Manson Block, a 5-7 storey residential block, located behind the town hall. The streets beyond are formed of terraced houses and mansion blocks and form the northern fringes of Bloomsbury. At the end of Bidborough Street is the Argyle Primary School. At the corner of Bidborough Street and Tonbridge Street, at the south east corner of the site, is the Victorian-era Dolphin Pub.

On the western side of Judd Street, opposite the site is another Victorian pub, the Euston Road Tavern. Directly to the east of the site, on Tonbridge Walk, is the former Town Hall Annex; this has been sold by the Council and is currently being converted into a hotel by a private developer. There was until recently a bridge linking the Annex to the Town Hall at second floor level. This was removed as part of the Annex conversion and the developer is responsible for making good the exposed Town Hall elevation.

Background to the CTH refurbishment project

The CTH refurbishment project will revitalise this iconic Camden landmark whilst retaining CTH as the civic and democratic heart of Camden. The proposals, which are pending consent with the LBC planning department, will deliver essential building work to upgrade the whole building, whilst protecting its historic significance. The project will create a partnership with new commercial organisations, which will enhance the local economy and provide employment opportunities, while generating a long-term income stream to support the initial investment made by LBC.

The proposals have been carefully crafted to ensure that the objectives of the Camden Accommodation Strategy and Camden Plan are met. The refurbishment of the Town Hall will deliver:

- Modernised spaces for civic and democratic functions and public services to improve and enhance public access to services and the democratic process
- In line with the Council's digital strategy, enhanced use of technology and a wider digital offer for increased effectiveness, transparency and public access
- A partnership with commercial organisations which will enhance the local economy and employment opportunities
- Space for business to occupy the 2nd and 3rd floors of the Town Hall
- Space for small and medium enterprises (SMEs)
- A major investment in building infrastructure to ensure the long-term future of the Town Hall at no cost to the local taxpayer
- Developing an opportunity to obtain a long-term income stream to support the initial investment and raise money for services through increasing the rental capacity of the council.

The full planning and listed building consent application (ref: 2019/2238/P +2019/2257/L) was submitted in April 2019. This application is expected to be determined at planning committee in August 2019.

Proposal for signage

As the building is now closed to public use, and will remain so during the construction period, it is intended to display advertisement panels in the closed doorways. The proposed signage will improve the appearance of the façade and is an opportunity to promote CTH's objectives and vision for the project. The proposals include:

- 3 no. signs located within the entrance on Judd Street. These will be 1710mm by 3485mm, made of dibond with vinyl overlays which will be screwed directly to the timber hoarding (already in place).
- 1no. sign located within an entrance on Euston Road which is similar to the proposed signage on Judd Street. The panel will be 1715mm by 2820mm. This will be made of dibond with vinyl overlays and screwed on to the timber hoarding.

No illumination has been proposed. The advertisements will be temporary, and they will all be removed when the hoarding has been de-installed following completion of the construction works so there will be no long-term impact on the significance of the listed building. All advertisements relate to CTH refurbishment works. There will be no commercial advertisements.

Planning Framework and Assessment

The policies within The National Planning Policy Framework 2019 (NPPF) including the Planning Practice Guidance 2014 (PPG); and the Development Plan form a material consideration in the determination of this application. The Development Plan is formed of GLA's London Plan 2017 (which is under review), and the Camden Local Plan comprised of: The Camden Local Plan July 2017; the Site Allocations Plan September 2013 and the policies map (updated version) January 2019.

Other relevant guidance is within LBC Kings Cross/St Pancras Conservation Area Statement (December 2003), LBC Bloomsbury Conservation Area Appraisal and Management Strategy (April 2011). The following policies have been considered in devising this proposal: NPPF Section 12 'Well-designed Places' and new Section 16 'Conserving and Enhancing the Historic Environment'; LBC strategic policy D1 Design, D2 Heritage, D4 Advertisements. CPG Advertisements (2018).

Assessment of work

Advertisement impact on amenity and heritage | The NPPF notes that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. LBC Policy D4 advertisement supports signs and advertisements that are well designed and sensitively located within the street scene, relate to the character, scale and architectural features of the building on which they are fixed on, especially on a listed building. Consent will normally be given to adverts at fascia level or below.

All of CTH's activities support LBC's mission and objectives. The proposed signage is proposed to promote CTH and ensure the public are aware of the refurbishment project works at CTH. The content will relate to CTH and not third-party advertising. The proposed signage will also enhance the appearance of the listed building during construction by adding visual interest to the otherwise empty hoardings. The signs have been designed to respect the architectural features of the listed building as they will be located within the arches, sympathetic to the significance of the building and not physically attached to the building. The design of the proposed signage is high quality and has been carefully considered. Therefore the proposal complies with the requirements of Camden Local Plan policy D4.

The building is Grade II listed and the façade is of high significance, as identified in Purcell's Conservation Plan (dated 2019). During the refurbishment works, the building will be closed and the proposed signage will bring visual interest to this significant façade. The signs are temporary and reversible, causing no permanent impact on the listed building and will help deliver the longer-term public benefits associated with the refurbishment of CTH.

There will be no illumination. The signage will not project onto the pavement therefore the proposal will not harm local amenity or compromise public safety in accordance within the CPG Advertisement guidance. The temporary signs will not obscure highway sightlines and will continue to allow free movement along the public highway, as the signs are located on the ground level hoarding. For these reasons the signs and artworks are considered to be designed to be appropriate within the context of the site and location and do not cause light pollution or any other adverse amenity impacts, including to the setting of the listed building and conservation area, in accordance with the principles of the NPPF. The proposed signage will continue to promote this significant building during construction works.

Summary

CTH is an important building in Camden and the proposed signage will continue to promote LBC's aims and objectives during the closure of the building and the construction period. The temporary signage proposal will enhance the building's presence and visibility. Overall, the proposals will support the LBC's function and mission and thus continue enhancing the building's important status and significance.

If you have any questions, please contact victoria@theplanninglab.com or melanie@theplanninglab.com (0207 257 9363),

Yours sincerely,

Vicky Cartwright | Director
The Planning Lab