

Application ref: 2020/0026/A
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

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Haidee O'Donnell
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Town Hall
Judd Street
London
WC1H 9JE

Proposal: Temporary display of scaffold shroud (with replica of building façade) to front and side elevation including non-illuminated advertisement panel 14.4m x 62.2m to front elevation (Euston Road) and non-illuminated advertisement panel 14.5m x 42.2m to side elevation (Judd Street) for a period of 12 months.

Drawing Nos: Camden Town Hall - advert to size on Euston Road, Camden Town Hall - advert to size on Judd Street, CTH-PUR-MP-ZZ-DR-A-90010, email from agent dated 31/01/2020.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The shrouds, displaying the 1:1 replica of the building, hereby approved must be in situ for as long as the approved advertisement panel is displayed.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

- 7 The advertisement consent hereby granted is for a temporary period of 12 months from the date of this decision or until building works are complete, whichever is the earlier date. By this time the advertisements and all associated illumination and fixings shall be completely removed.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting

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. Camden Planning Guidance (CPG) Advertisements provides specific guidance on shroud advertisements, allowing shrouds (including on listed buildings and within conservation areas):

- within commercial areas,
- where they screen buildings during construction works,
- where the scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the building
- when the advertisement on the shroud does not cover more than 10% of the shroud on each elevation and is not fragmented.

The proposed shroud advertisements would accord with the guidance above as it would be located in a commercial area on Euston Road and on Judd Street and the Town Hall is currently under alteration and refurbishment following planning permission dated 20/12/2019 (planning ref: 2019/2238/P). This part of King's Cross is characterised by a variety of building sizes and uses, including mixed use (business, retail and residential) buildings of up to six storeys.

The advertisement on the shroud would cover no more than 10% of each elevation, as set out in the guidance. Its appearance is considered proportionate in relation to the overall Euston Road and Judd Street elevations which would have a total area of 900.9sqm and 610.6sqm respectively. The advertisements on the shroud would not be illuminated.

The temporary shroud advertisement would preserve the character and appearance of the conservation area and would not affect the significance of the listed building. A condition would be included to require the advertisement and fixings to be removed 12 months from the date of the decision or until building works are complete, whichever is the earlier date.

Given their locations and non-illumination, the proposed shrouds do not raise any public safety concerns.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policies A1, A4, D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer