JCDecaux

A01460

Concrete Vent Shaft

Euston Road and Gower Street

London NW1 1HS

Easting 333885
Northing 391260

Site Plans and Proposal Details

June 2020

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Contents

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Introduction

This document is submitted to support an application by JCDecaux for planning permission and advertisement consent in respect of a site, which comprises an existing concrete ventilation shaft structure on Gower Street. The ventilation shaft is one of a number of built forms that are necessary for the operation of the Underground network. The structure however has an imposing presence in the street and is unprepossessing in its design and appearance. A recent application to clad the structure with a part steel frame, part living wall with integral advertisement was refused by the Council on the 10th April 2019 and dismissed at appeal on the 9th October 2019, under reference numbers 2019/0754/P1 and 2019/0131/A.

The reasons for refusal were based on the size of the Structure and its relationship with the surrounding buildings. Whilst the benefits of the green wall element was accepted, it was held that the size of the proposed structure and advertising display would dominate the public realm in this Part of Euston Circus. The advertisement was not considered to present any issues as to driver safety, however the Inspector concluded that the width of the structure would narrow the footpath running on both sides of the building. This narrowing of the available space for pedestrian's was also held to be an unacceptable hindrance to free movement.

In light of the appeal decision, the application proposal has been reviewed and amended so as to reduce the structure scale and advertisement size. The nature of the proposal remains fundamentally the same save for the reduction in scale and volume by approximately 40%. This reduction in the footplate, the height, width and depth of the structure will avoid any infringement on the public footpath and ensure the structure respects the local building scale. The area around Euston Circus houses a number of high profile office and medical uses largely contained in modern medium to high rise buildings. Unlike the rest of the area, the south west corner of Euston Circus offers a slightly different character with medium rise brick or Portland stone buildings, including Warren Street tube station. The improvements made to the road junction and pedestrian routes are part of a wider scheme part funded by the advertising display affixed to the Euston underpass.

Within the wider context of the area, the ventilation shaft continues to stands out as an unattractive and functional structure that adds nothing to the appearance or character of the area. The revised scheme presented in this application document will essential address that concern through the reimaging of the ventilation shaft with a more inspiring and interesting piece of architecture that will complement rather than detract from visual amenity of the area. The proposed advertisement display has been reduced by 18m^2 (30%) from the earlier scheme and be affixed to west facing façade of the new structure.

Overall it is considered that the revised scheme addresses the issues raised in the appeal and now presents a form of development that respects local scale and character and accords with Policies D1, D4 and T1 of the Camden Local Plan (LP) (2017).

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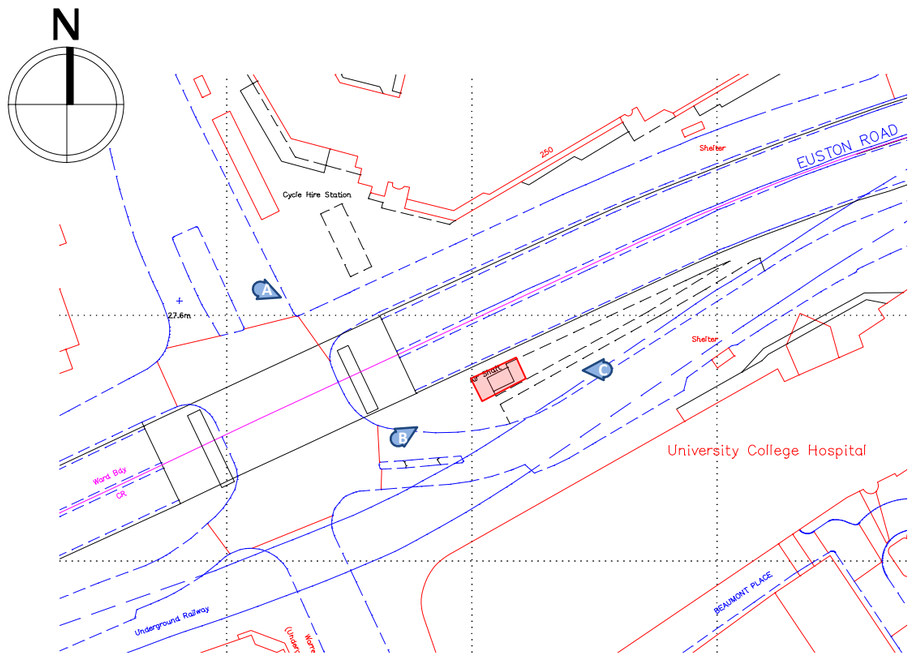
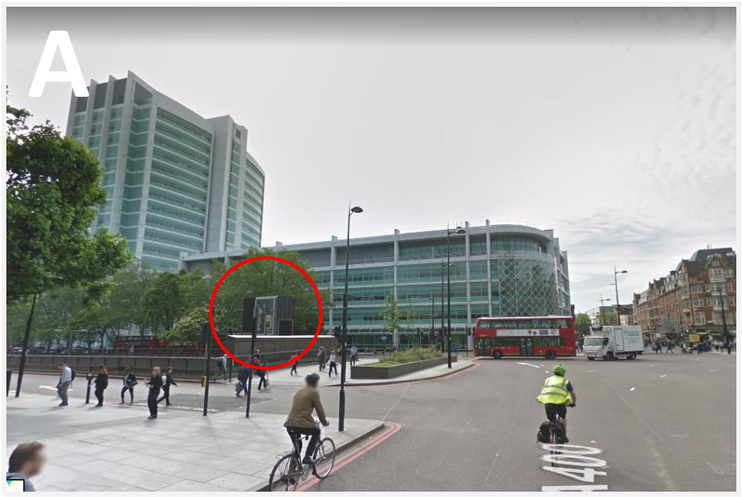
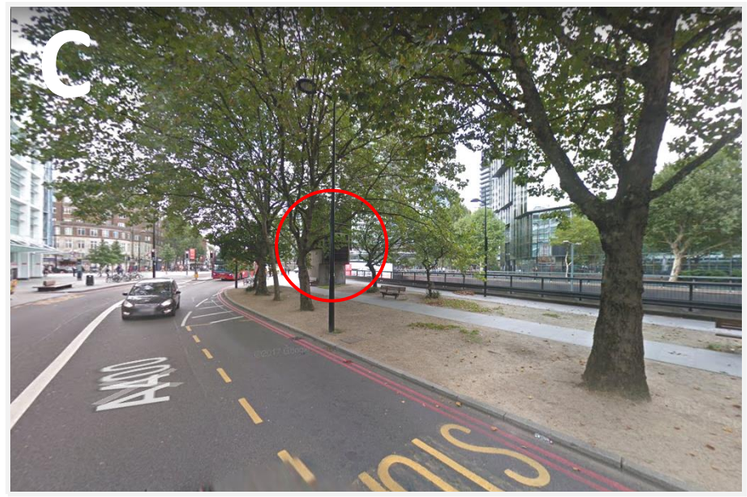
Site and Surroundings



The application site is land on the north side of Gower Street, between the University College Hospital building and the Euston Road underpass. The site is part of a wider area of open land that includes a tree lined footpath and a concrete ventilation shaft, as illustrated in the images. The concrete structure features a backlit advertisement display affixed to the north facing façade of the building. The site is very close to the junction of Euston Road, Tottenham Court Road and Hampstead Road. The main interchange, known as Euston Circus, has in recent years been redesigned to simplify vehicular and pedestrian movements through the junction, however it remains a busy and vibrant part of the City. The A40 Euston Road underpass runs below Euston Circus and carries large volumes of traffic throughout the day and night.

The Euston Road and Hampstead Road approaches to the appeal site are tree lined, which softens the hard concrete urban landscape. The ventilation shaft occupies land between two footpaths without encroachment or restriction. The surrounding buildings are large in scale with many tall office buildings found along each approach to Euston Circus. The townscape is dominated by a range of high rise buildings that include office, healthcare and retail outlets. At street level, the pedestrian experience is one of a bustling and busy urban environment with heavy traffic on all approaches. The application site does not lie in a conservation area and none of the buildings in its immediate vicinity benefit from special protection in planning terms.





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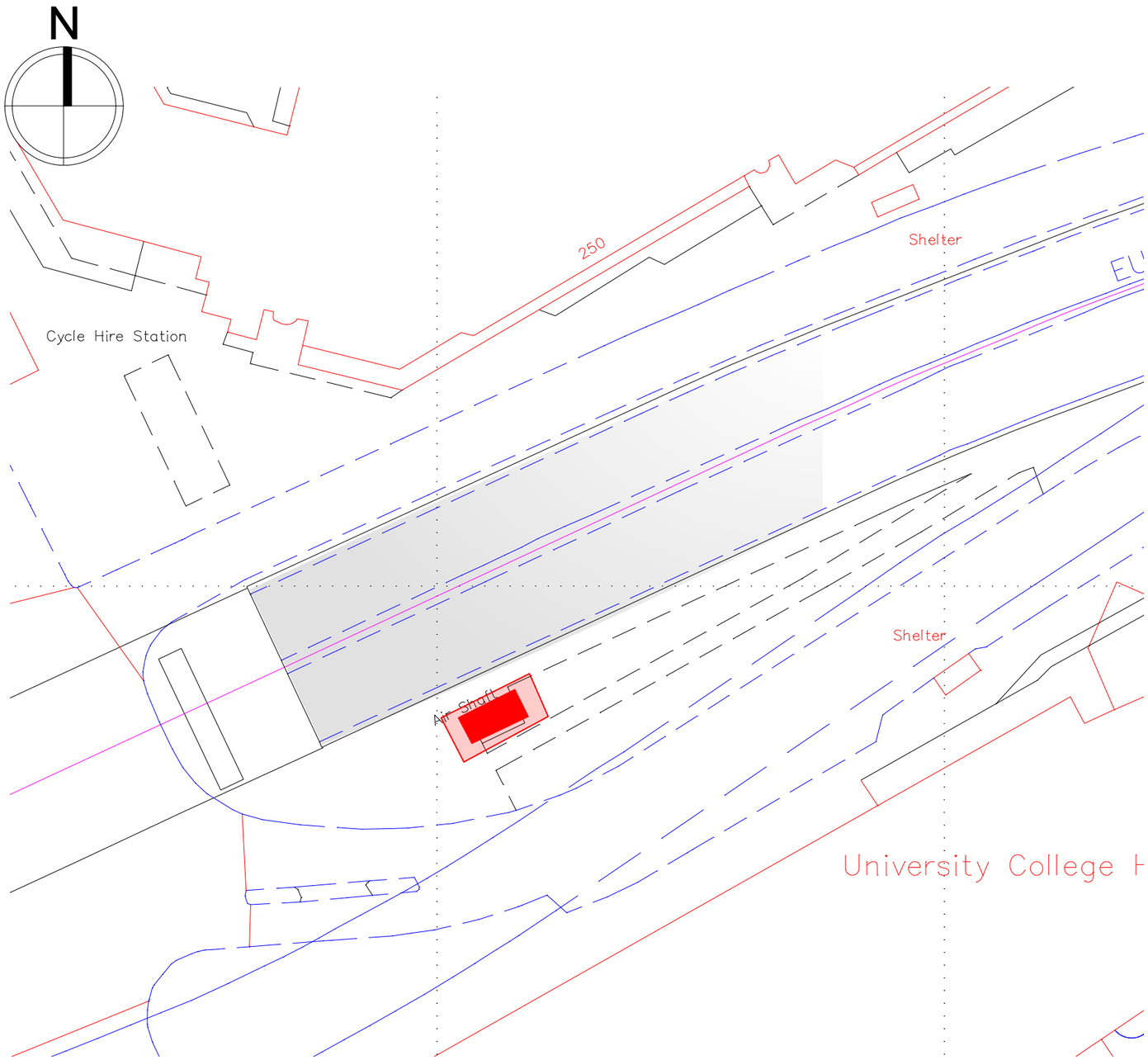
Site Location Plan



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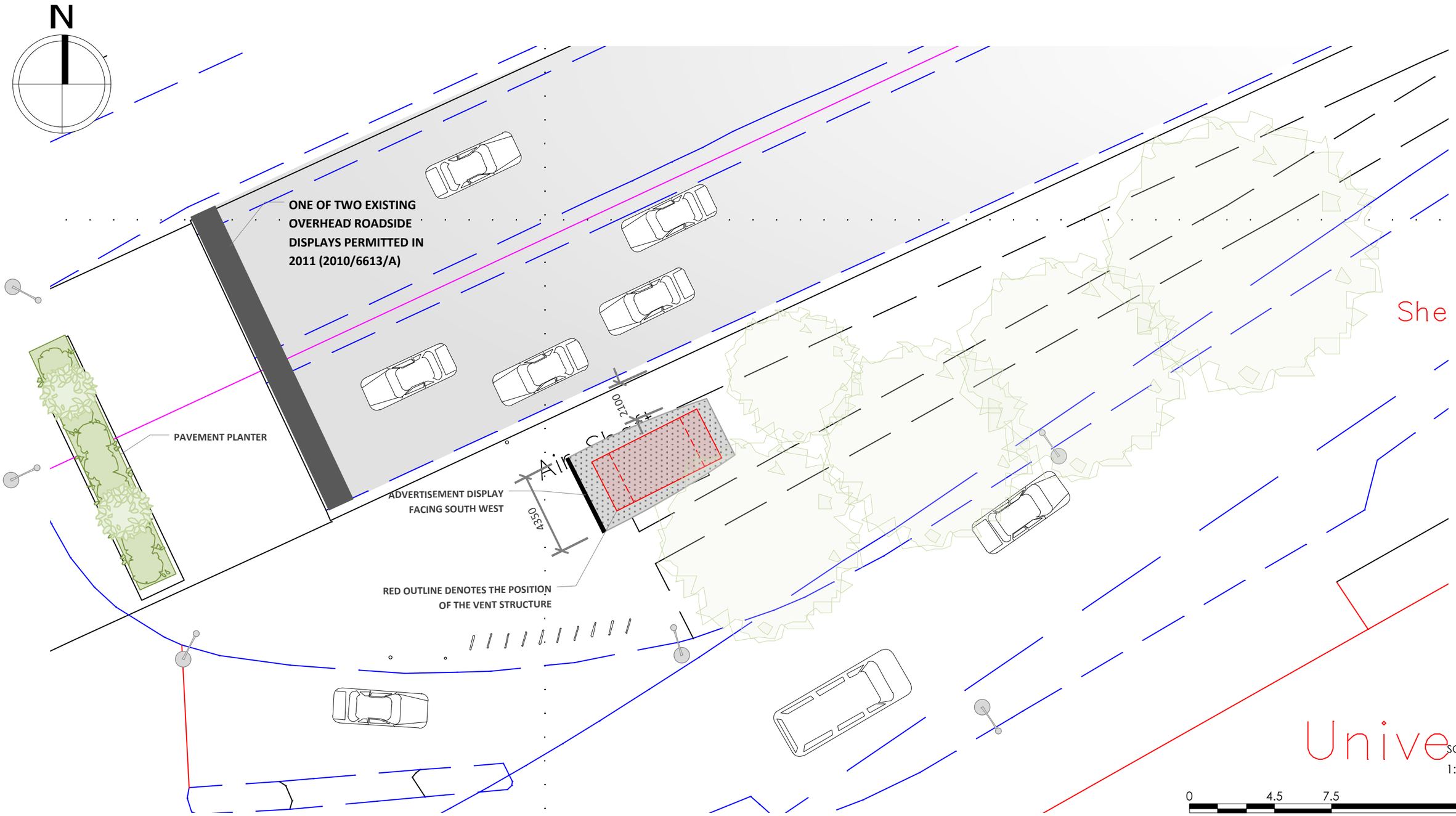
Block Plan



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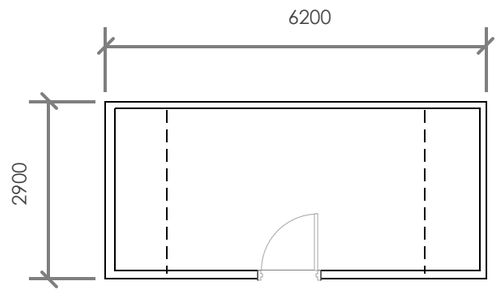
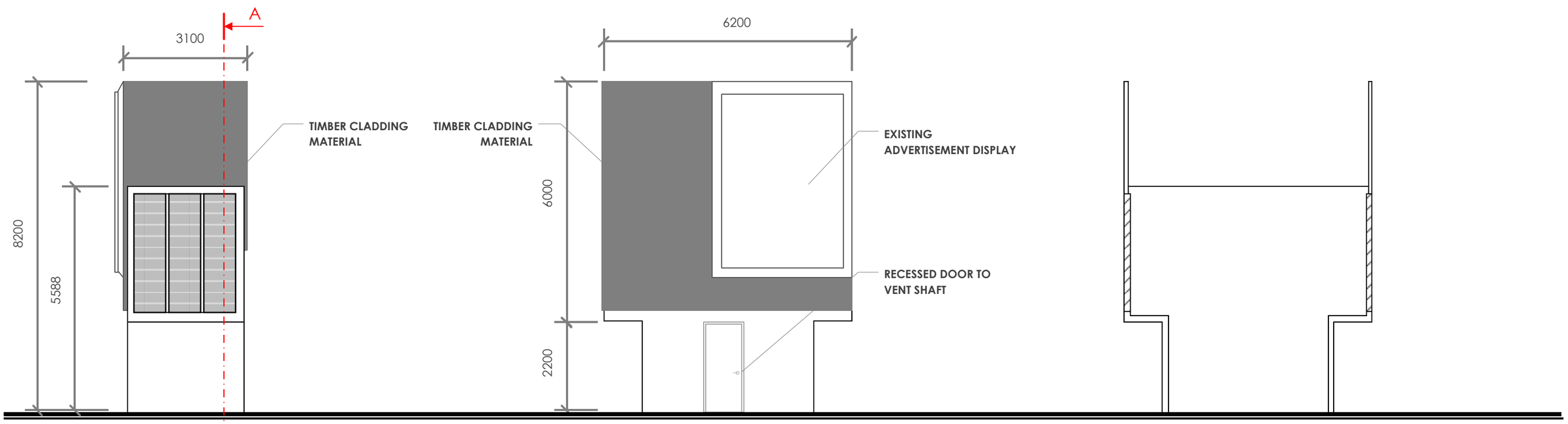
Existing Structure Elevation



Plan



West Facing

North Facing

Section AA

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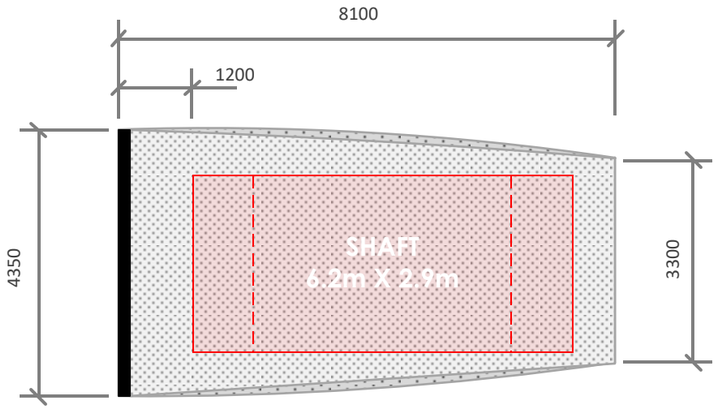
Proposed Structure



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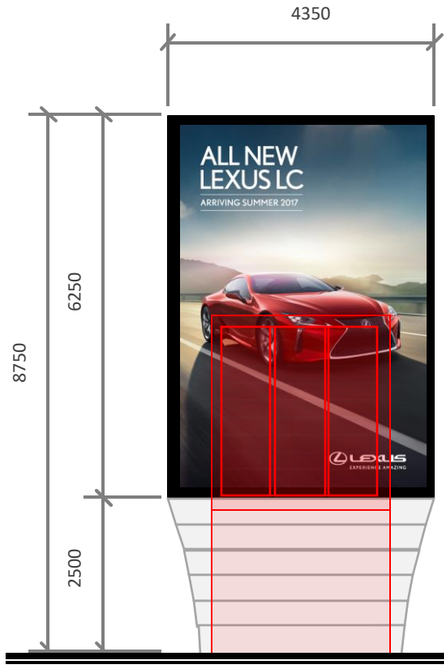

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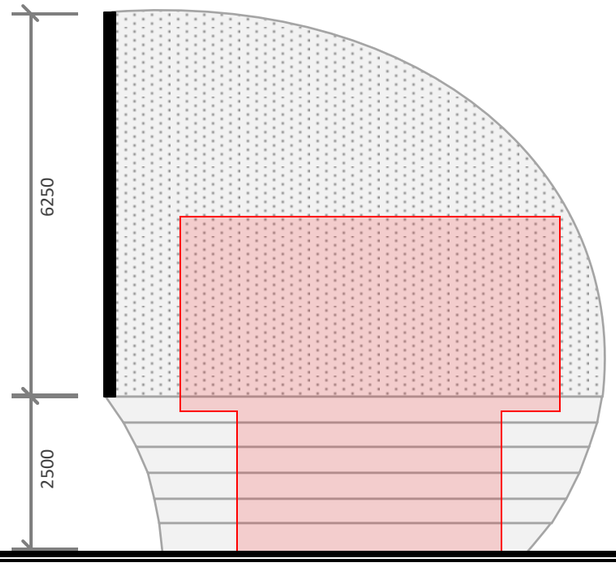
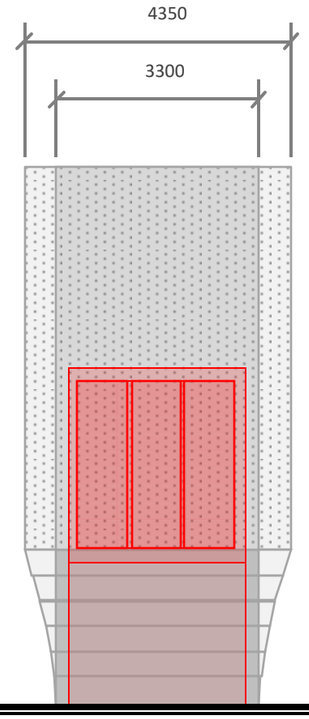


South Facing



East Facing

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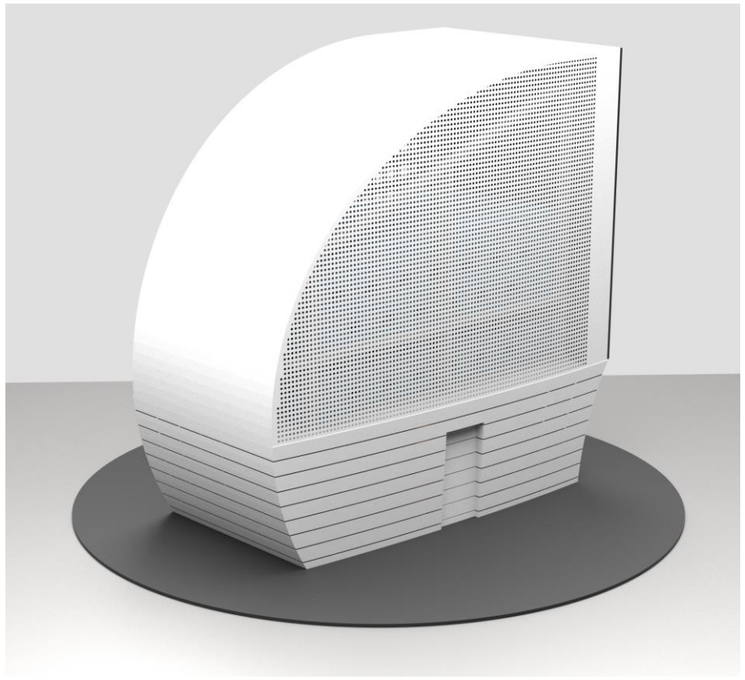
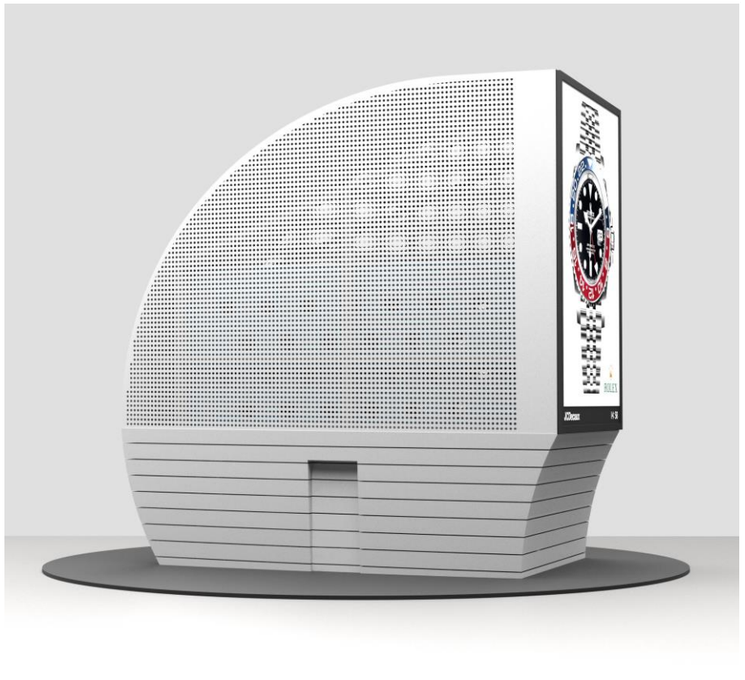
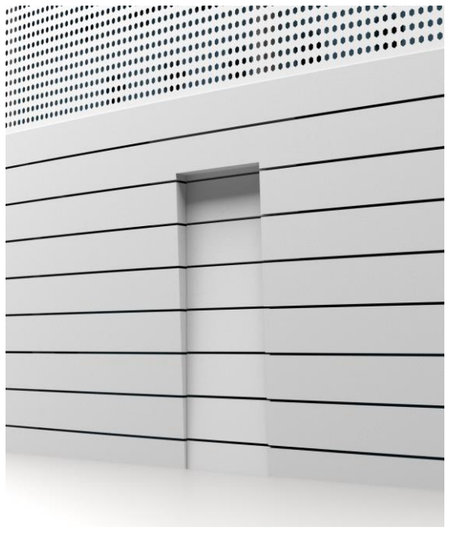
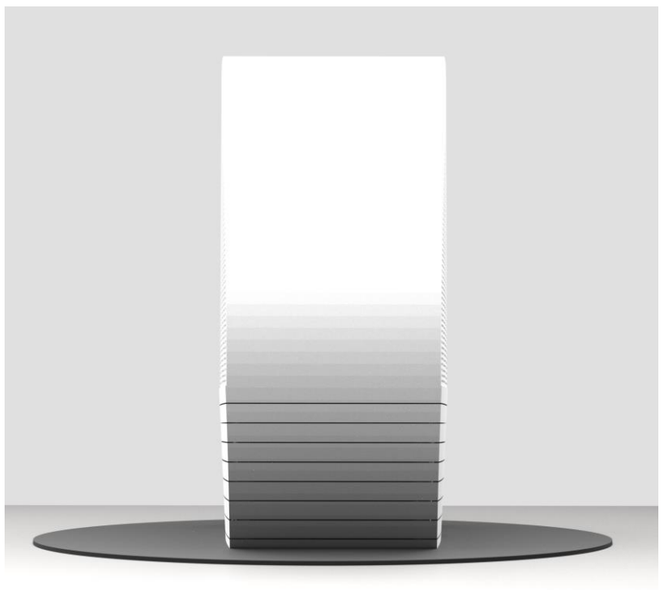
Rendered Images









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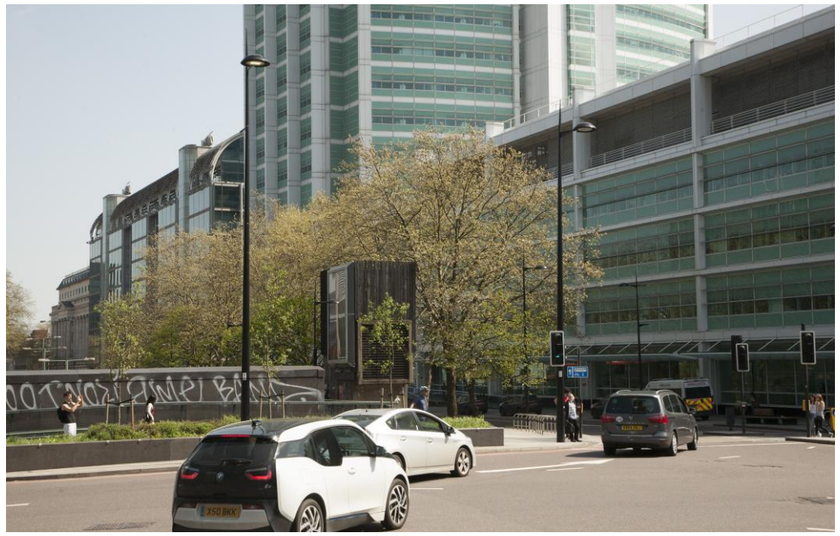
Rendered Images



The image left shows the proposed altered structure illustrated as it would be seen within the context of the surrounding built form, which, from the vantage point of the picture, clearly shows the scale and modern architecture of the University College Hospital in the background. The white dotted line denotes the previous scheme refused and dismissed at appeal.

This scale of building is repeated on the northern side of the Euston Road and further emphasises the extent of the multi-storied structures that form the context for the application site.

The amended proposal reducing the overall height and width of the resultant building to ensure it appears subordinate in the street to the other buildings that surrounds it. The alterations to the ventilation shaft structure will have the effect of transforming a rather ugly and neglected item of infrastructure into a more interesting design and one that will have a positive impact on the character and appearance of the locality.

The image above shows the current view of the vent shaft and shows the position of the existing illuminated advertisement on the northern façade.

Screen Specification

Using Valo Digital Technology by Daktronics

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 365mm x 365mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation.
User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option

- IP67 protection
- Radiant calibrated system
- Choice of Nichia & Everlight LEDs
- Front access maintenance options
- Lightweight and slim to reduce installation costs
- Super-sized modules for quick and easy installation
- CE & UL certification

Robustness and Durability

Product specially designed for direct outdoor use in a wide range of environmental/ temperature conditions and features.
Brightness level not affected by extreme temperatures and does not degrade over time like other technologies.
Best in class product in term of visibility in direct sunshine. Improved reliability and life through expert thermal and solar management design.

Certifications

CE

Manageability

Extensive monitoring capability through digital image verification that gives immediate feedback about display performance.
Intelligent monitoring/control and maintenance features.

Modularity

Modular design for simple on-site service.

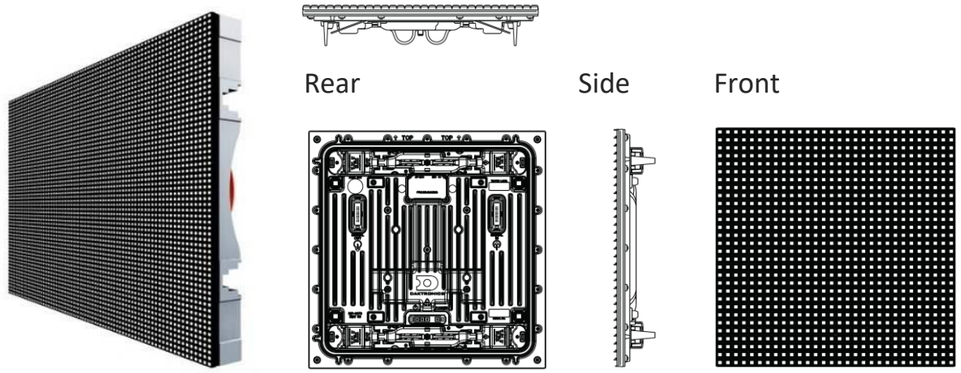
Vandalism

Screen front opened by the use of special keys.
Screws and fixing gears are invisible.
Panel composed of unalterable materials.
Encrypted transmission between JCDecaux NOC and the digital displays.
High quality materials and coating.

Screen Information

Pixel Spacing (mm)	10
Rows and Columns	21 x 13
Pixel Configuration	RGB LED
Calibrated Brightness	2500 Cdm^2 Max 300 Cdm^2 Night Time Limit
Lifetime ½ brightness	100,000 hours
Viewing Angle	
Horizontal	140^o
Vertical	60^O
Video Processing	Daktronics 19bit LED Image
Colour Processing	14 bit
Colour temperature	3500^o – 9500^o K
Dimming Capability	5 bit (32 levels)
LED Refresh Rate	1000Hz
Contrast Ratio	1000:1
Calibration	Full Depth LED to LED
Service Access	Front
Cabinet Depth	300mm
Cabinet Construction	All Alluminium
Overall Area	4200mm x 6400mm
Display Area	maximum 4020mm x 5850mm
Display Weight	44Kg per m^2
Power Requirements	
Max	15840 watts
Typical	4752 watts
Temperature Rating	-39^O – 49^O C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy
High Brightness	Using controlled intensity overcomes harsh lighting conditions such as direct sunlight

Module: Top



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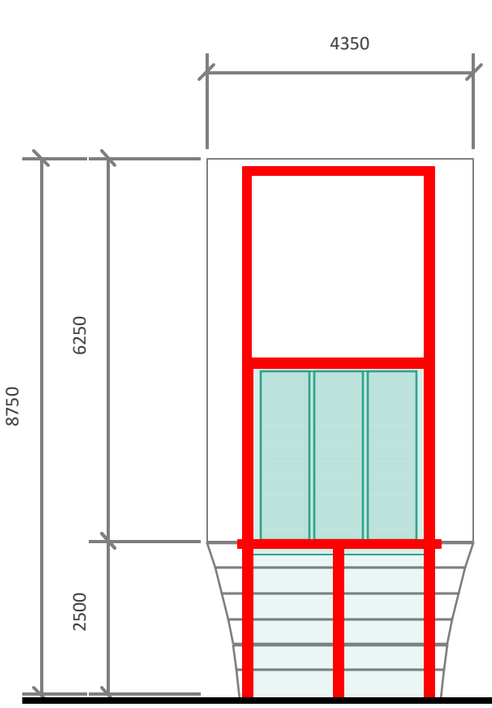
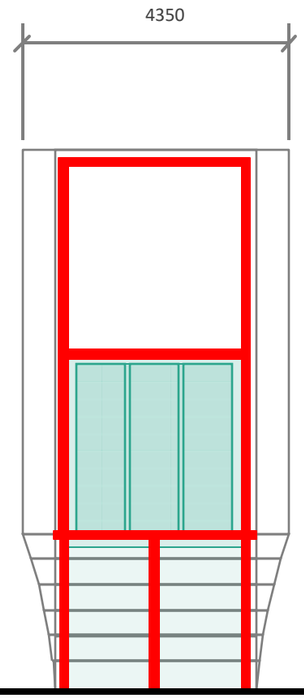
Structural Frame

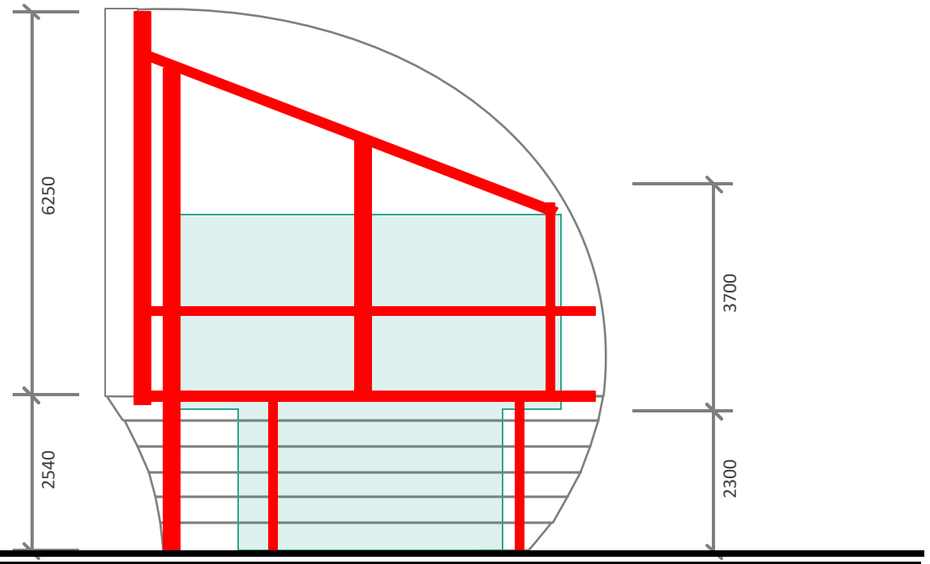
Facing West



Facing East



Facing South



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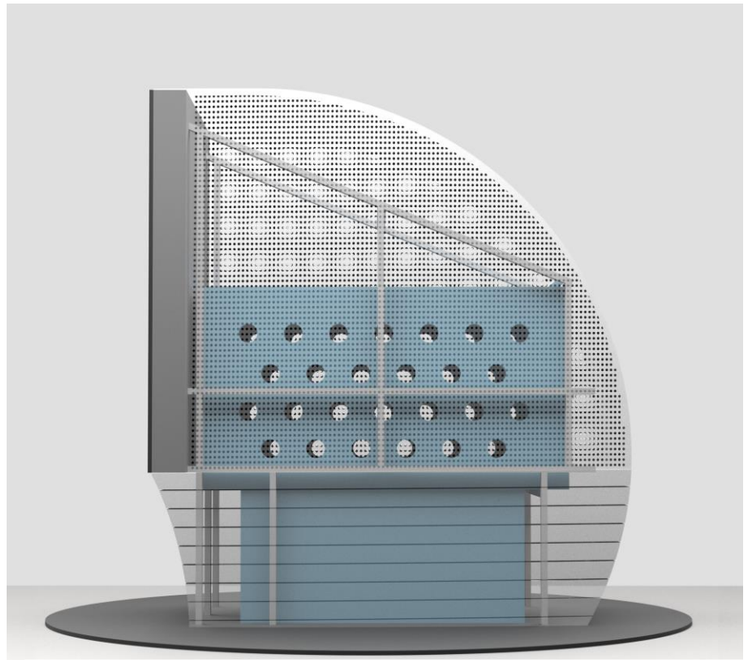
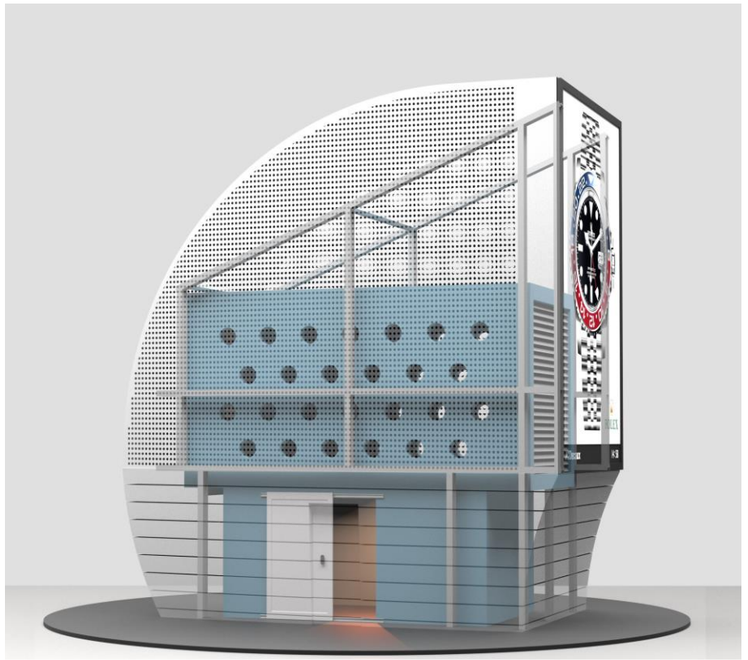
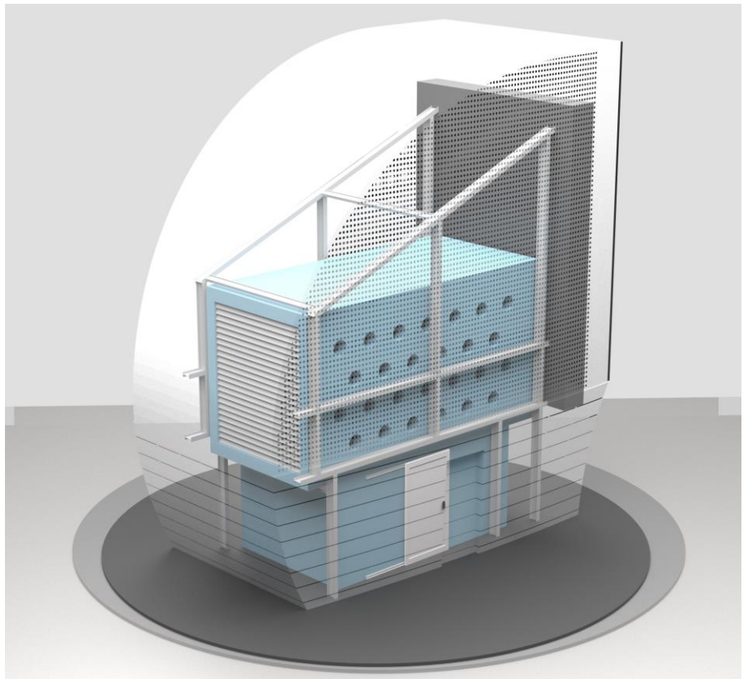
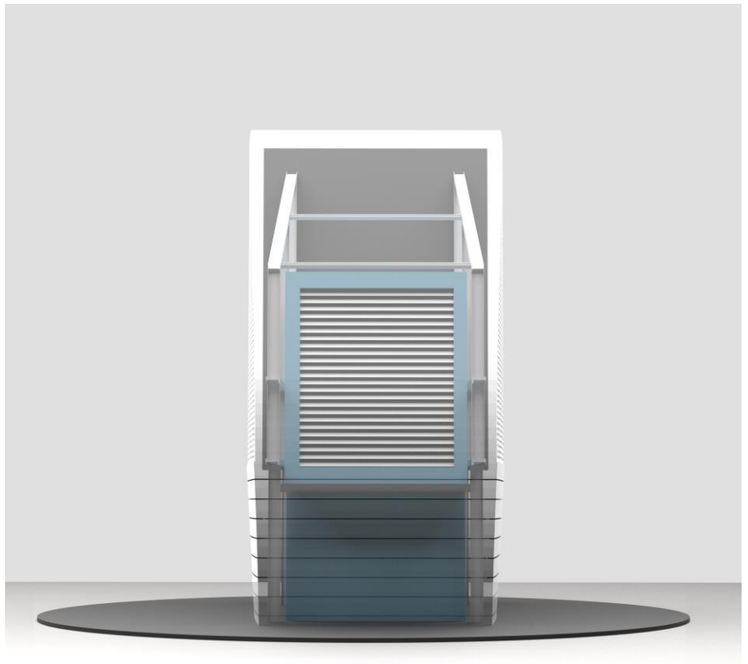
Structural Frame









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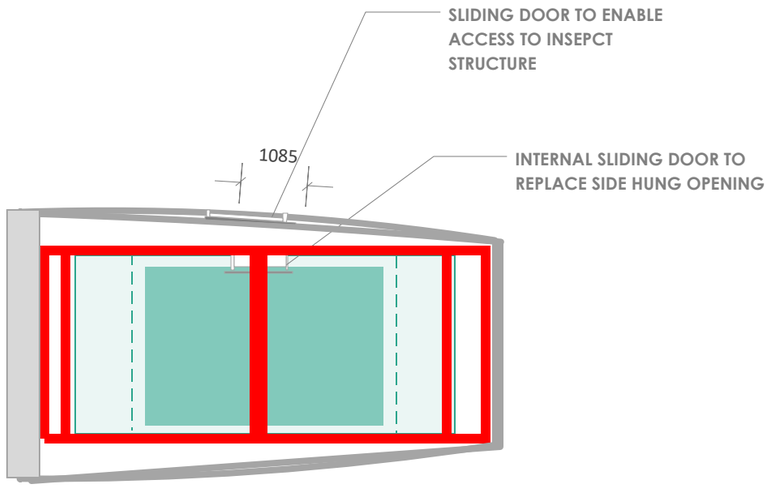
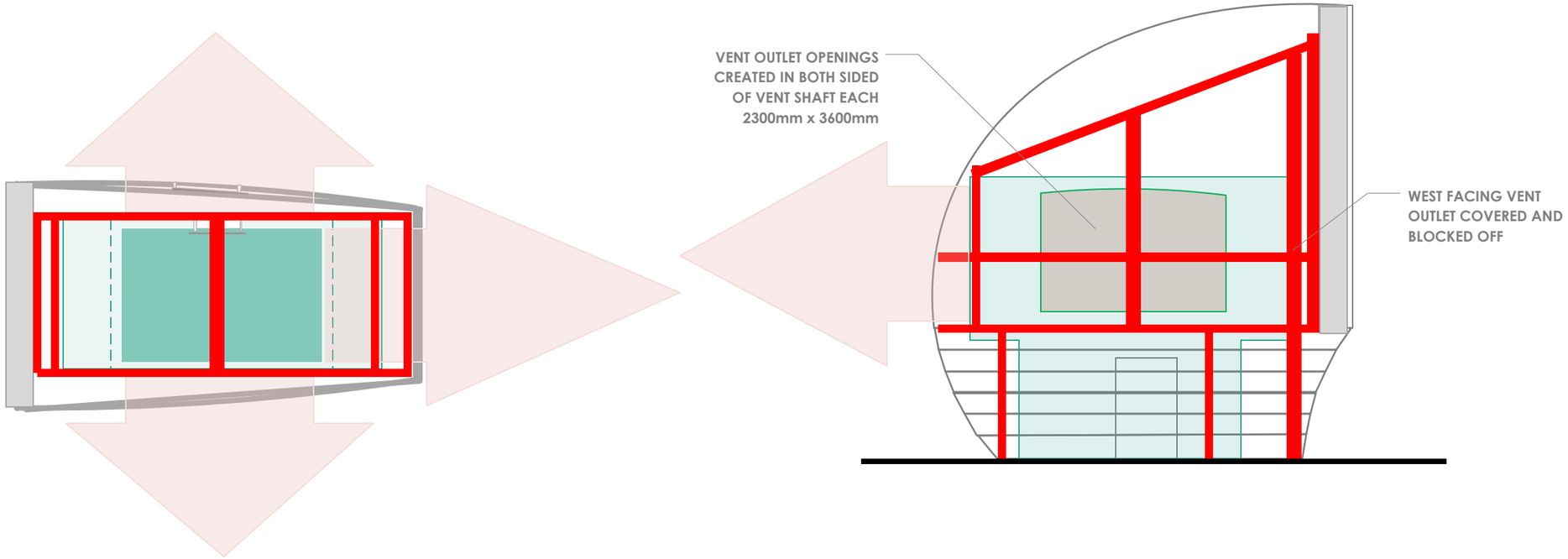
Venting Plan

Plan



Facing Euston Road



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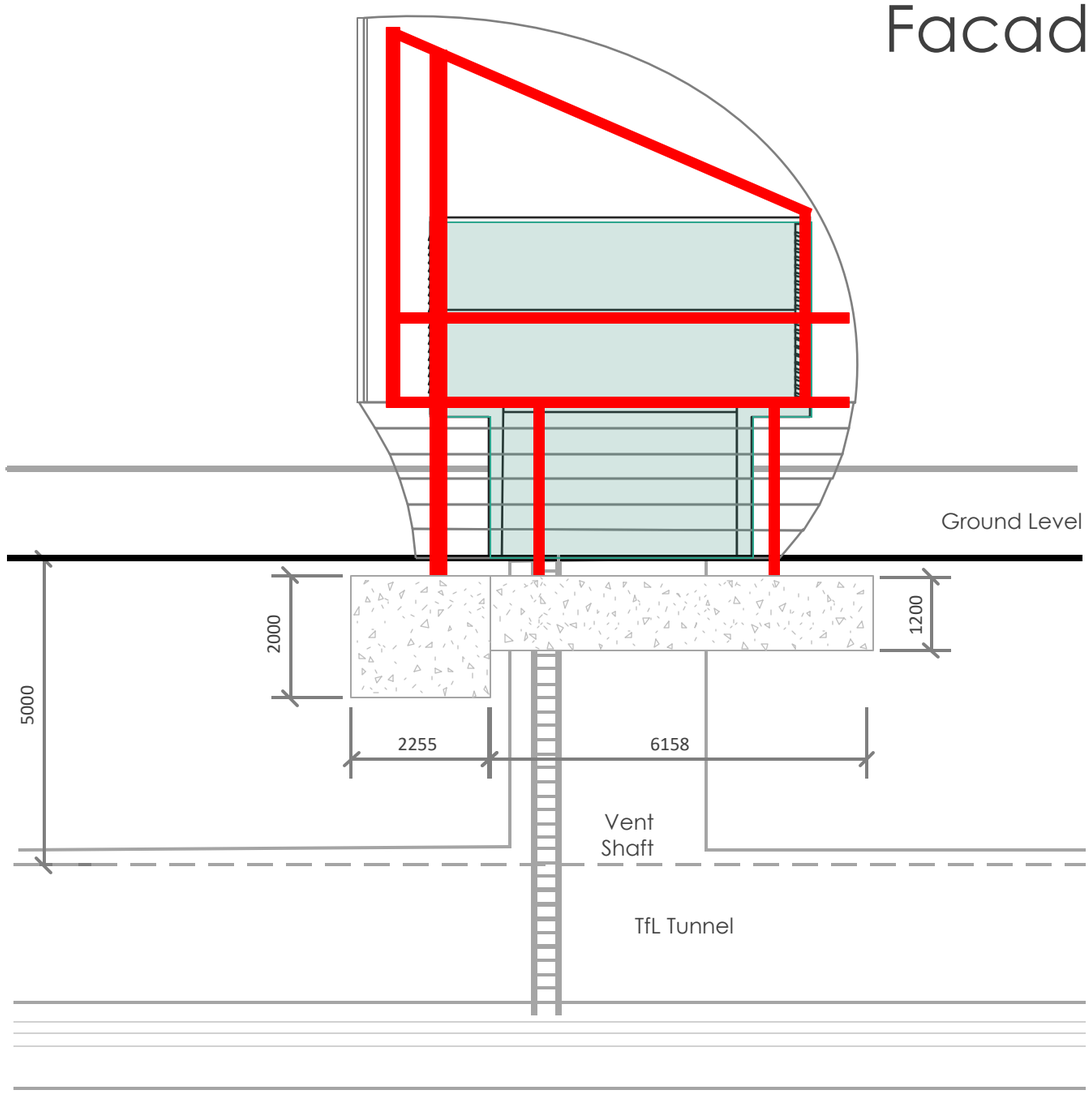
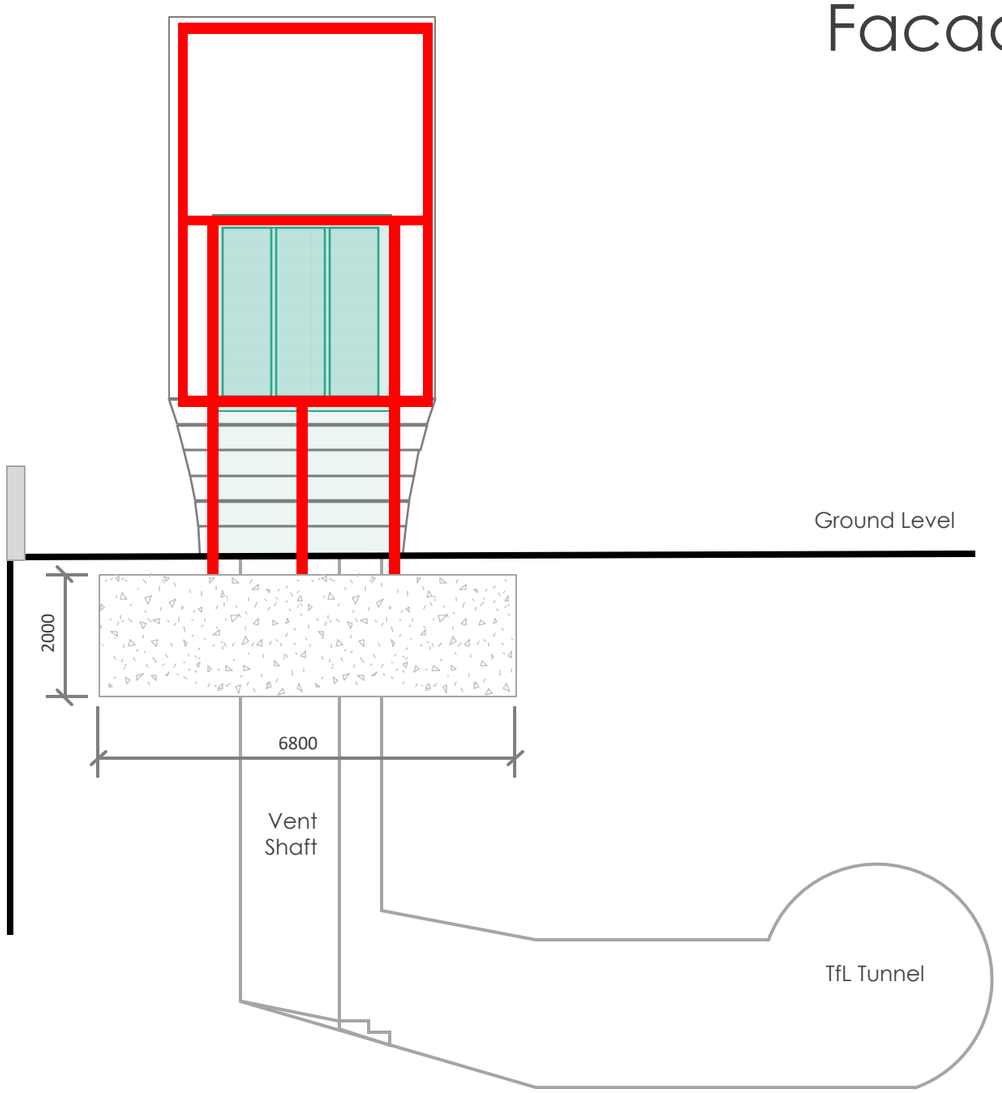
Structure Foundations

Southern Facade



Western Facade



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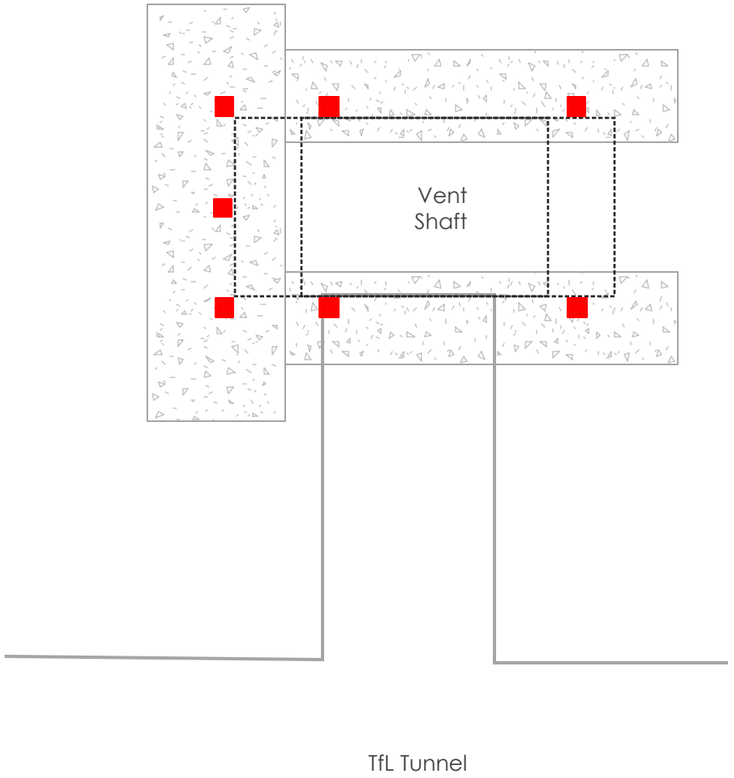
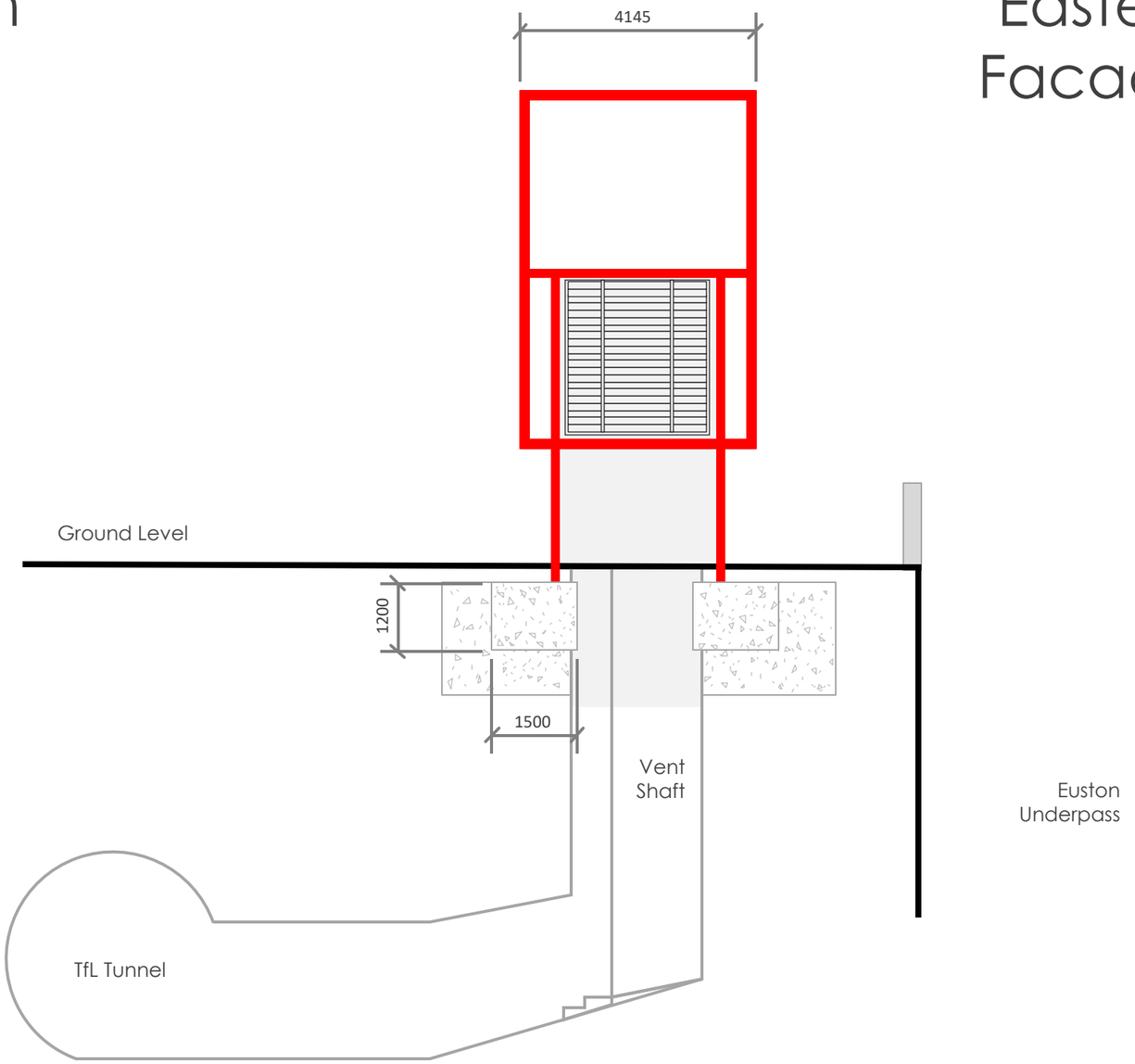
Structure Foundations

Plan



Eastern Facade



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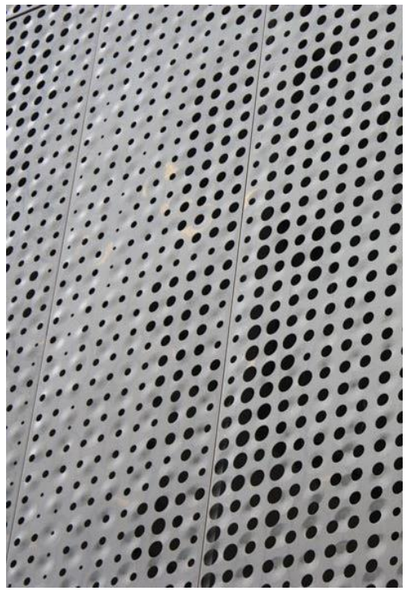
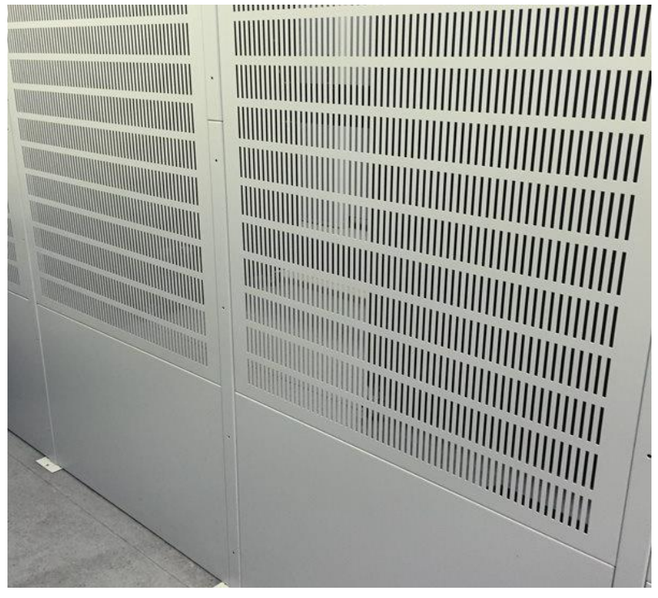
Material Palette

The exterior of the structure will be constructed using a light weight steel and alloy clad system perforated to aid air circulation and extraction. The horizontal street level recesses forming port of the design can be highlighted with feature lighting. The use of down-lighting can also provide a gentle wash of light to the adjoining footpath. The use of feature lighting to enhance the architecture of a building is not uncommon in this area, as found on the façade of University College Hospital, which can add visual interest and effect at night.





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