

Delegated Report

Expiry Date:

19/05/2010

Officer

Leela Muthoora

Application Number(s)

08/10/2018

Application Address

257-259 Pentonville Road
London
N1 9NL

Application Type:

Advertisement Consent
Listed building consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent
Refuse listed building consent

Proposal(s)

2018/3344/A - Display of 1x non-illuminated painted mural sign 4m x 2.35m to flank elevation facing west.

2018/3932/L - Display of 1x non-illuminated painted mural sign 4m x 2.35m to flank elevation facing west.

Consultations

Summary of consultation responses:

Objection

Friends of Argyle Square object to this application. Street view shows the wall that this advert would be on.

<https://goo.gl/maps/6GSDFA334JT2>

It's an unusual wall with classical pillars making it a feature of the area. It should not be spoilt with an advertising sign. Once advertising gets permission, this space could be used for anything, and could be very loud and obtrusive, totally spoiling the wall.

Site Description

The application site relates to No's 257-259 Pentonville Road known as The Big Chill Public House, located on the south side of Pentonville Road. The property comprises of three storey including basement area, and has a rear first floor roof terrace. The property is a Grade II Listed building, and is located within the Kings Cross Conservation Area.

Relevant History

Previous withdrawn applications in 2017 for the painting of the side elevation with an advertisement.

Relevant policies

National Planning Policy Framework 2019

The London Plan 2016

Intend to Publish London Plan 2019

London Borough of Camden Local Plan 2017

A1 (Managing the impact of development)

D1 Design

D2 Heritage

D4 (Advertisements)

Camden Supplementary Planning Guidance

CPG Design 2019

CPG Advertisements 2018

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

Kings Cross Conservation Area Statement

Assessment

The building was Grade II listed in 1974 and is located within the Kings Cross Conservation Area. It occupies a prominent corner location and is made more prominent by the amount of architectural embellishment on the façade, both at ground floor and first floor level. The building dates from the mid 19th century and has a wealth of architectural detailing.

Proposal

The application relates to the addition of a painted advertisement on the flank wall of the building at first to second floor level.

In relation to the advertisement application 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.

As the building is Grade II listed, listed building consent is also required for the proposals.

Amenity

Policy D4 outlines that Council will require advertisements to preserve or enhance the character of their setting and host building. It advises that advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. Advertisements will only be supported where they 'preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas. Advertisements above fascia level are unlikely to be considered acceptable as they appear visually obtrusive and unattractive.

Whilst proposing to utilise a more traditional method of advertisement, the proposal would be no less prominent or visually obtrusive. The flank wall and therefore the advertisement would be highly visible from further down the street and the cross road with Pentonville road, Euston Road and York. It is considered that the advertisement would be prominent due its size, location and the visibility of the flank elevation.

The addition of an advertisement at this level on a prominent building in the conservation area would be out of character with the wider area. All other forms of advertisement in this area are located in more discrete and traditional locations.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent elevation. In addition to the building being listed, it is located within the Kings Cross Conservation Area. The Conservation Area Statement describes the building as 'a highly decorated three-storey building with white rendered upper levels, red painted pilasters and intricate detailing above the entrances, and granite frontage to the ground floor which projects slightly in front of the main building'. The Statement provides guidance for advertisements, stating they should not 'detract from its character and significant views within the Conservation Area should be respected. For King's Cross, this means that applications will be scrutinised for the possibility of adverse effects on the significant townscape elements'.

Due to the scale and prominence of the advert at high level, it is considered that the proposal would result in less than substantial harm to the Kings Cross Conservation area. There is no public benefit resulting from the proposal to mitigate the harm caused.

Public Safety

Whilst in a prominent location, given the lack of illumination and the nature of the sign, it is not considered that the proposals would raise public safety issues in terms of distracting drivers or pose as a distraction to moving traffic.

Listed building

DP2 outlines that the Council will resist development that would cause harm to significance of a listed building where this would cause harm to the special architectural and historic interest of the building. The supporting text for DP4 states that 'Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Whilst the scale of the advert has been reduced, it still proposes to encompass a large area of the flank wall. It is considered that the principle of a high level advertisement on the flank wall of a listed building cannot be supported. This harm is magnified by the prominence of the flank wall from the wider public realm. It is considered that the advertisement due to its scale and location is an unacceptable addition which harms the special character of the listed building and the character and appearance of the wider conservation area.

Recommendation - The proposed advert is contrary to policies DP2 and DP4 of the Local Plan 2017 and the application is therefore recommended for refusal.

The proposed advertisement by reason of its size, scale and location on a prominent elevation of a building which is Grade II listed would harm the character and appearance of the host building, the streetscene and the wider Kings Cross Conservation Area, contrary to policies D1, D2 and D4 of the Local Plan 2017.

The proposed advertisement, by reason of its size, scale and location on a prominent elevation would harm the special character and historical interest of the grade II listed building contrary to policy D2 of the Local Plan 2017.