

Delegated Report		Analysis sheet	Expiry Date: 16/12/2022
		N/A	Consultation Expiry Date: 13/12/2022
Officer		Application Number(s)	
Brendan Versluys		2022/4573/A	
Application Address		Drawing Numbers	
London Underground Entrances Outside 17-23 and 23-25 Euston Road London NW12RY		See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature
Proposal(s)			
Display of two internally illuminated LED digital advertising signs, measuring 2.7m height x 1.8m length x 150mm depth, and raised 0.9m from ground level. The eastern display would be attached to the western elevation of a London Underground entrance box outside 17-23 Euston Road, and the western display would be attached to the eastern elevation of a second London Underground entrance box outside 23-25 Euston Road.			
Recommendation(s):	Refuse Advertisement Consent		
Application Type:	Advertisement Consent		
Conditions or Reasons for Refusal:	Refer to Draft Decision Notice		
Informatives:			
Site Description			
<p>The subject site comprises two above ground London Underground entrance 'boxes' located on the southern side of Euston Road, serving as pedestrian access points to the King's Cross London Underground Station.</p> <p>The eastern entrance box is located outside 17- 23 Euston Road, and the western entrance box is located outside 23-25 Euston Road. The entrance boxes provide access via stairs to the underground station and they are located within the pedestrian footpath, and occupy the northern half of the footpath, adjacent to the road carriageway. The entrance boxes are predominantly clad with dark stone panels and incorporate glazing. The digital screens would be located on parts of the façade with cladding and would not cover any glazing. A free-standing London Underground sign is located at the western end of the eastern station entrance, with bicycle stands located just west of the station entrance.</p> <p>The eastern LED advert screen would be located on the western elevation of the station entrance, and the western LED advert screen would be located on the station entrance's eastern elevation. The</p>			

entrance stairs down to London Underground are located at the opposite ends of the facades where the digital displays are proposed.

The section of Euston Road carriageway outside the entrance boxes comprise two to three westbound traffic lanes, and three eastbound traffic lanes.

The site to the south of the eastern entrance is currently being redeveloped to accommodate a part five and part ten storey building, with two basement levels. A café, flexible retail and office floorspace at ground floor. A separate entrance to the London Underground, would be provided at the corner of Euston Road and Belgrove Street, and the existing entrances and station boxes on the southern side of Euston Road demolished. Pedestrian entrances would be located on the Euston Road frontage.

To the north of the application site on the opposite side of Euston Road is King's Cross Station and St Pancras International and former Midland Grand Hotel buildings. Both buildings are Grade I listed. To the south of the site is Bloomsbury.

The application site sits within the King's Cross Conservation Area.

Relevant History

Site History:

2022/0730/A:

2 x Static LCD Digital Advertising Displays located on London Underground Entrance. **Non-determination. Appeal submitted on 8/08/2022 and appeal turned away on 19/10/2022 .**

Adjacent Sites History:

Belgrove House (17-23 Euston Road):

2020/3881/P:

Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works. **Granted 1/11/2021**

2021/6296/P:

Amendment (to increase the area demised to LUL at ground and basement to incorporate a retail kiosk and revised stair width) to planning permission ref: 2020/3881/P granted 01/11/2021 for the 'Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works'. **Granted 26/01/2022.**

2022/4139/P:

Non-material amendment (omission of unregistered land parcel and narrowing of underground passageway) to planning permission ref: 2020/3881/P granted 01/11/2021 for the 'Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and

research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works'.
Granted 21 October 2022

2022/1515/P:

Amendment (to make various internal and external design changes) to planning permission ref: 2020/3881/P granted 01/11/2021 for the 'Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with café, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works'. **Recommended for approval but pending determination of s106 agreement.**

Bus shelter outside Kings Cross Station, Euston Road:

2016/1582/A:

Display of 2x internally illuminated digital screens to existing bus shelter structure no. 0107/0192 (Retrospective). **Granted consent on appeal, 24/04/2017.**

Relevant Policies

National Planning Policy Framework 2021

The London Plan 2021

Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy D1 Design

Policy D2 Heritage

Policy D4 Advertisements

Policy T1 Prioritising walking, cycling and public transport

Camden Planning Guidance (CPG)

CPG Advertisements (March 2018)

CPG Design (January 2021)

CPG Amenity (January 2021)

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

Assessment

1. Proposal

- 1.1. Advertisement consent is sought for the installation and display of two internally illuminated LED digital advertising signs.
- 1.2. The application is a resubmission of a previous application (2022/0730/A) which was submitted earlier this year, but for which a formal decision notice was not issued. An Appeal against non-determination was rejected as it was submitted outside of the permitted time frame.

- 1.3. The eastern display would be attached to the western elevation of a London Underground entrance box outside 17-23 Euston Road, and the western display would be attached to the eastern elevation of a second London Underground entrance box outside 23-25 Euston Road.
- 1.4. Each display would measure 2.7m height x 1.8m length x 150mm depth, and be raised 0.9m from ground level. The displays would comprise a 'Glass fronted LCD digital panel' intended to prevent vandalism.
- 1.5. The eastern display would be directed to face eastbound pedestrian traffic on the southern side of Euston Road, and may also be visible to eastbound vehicle traffic on the northern side of the Euston Road carriageway. The western display would be directed to face westbound pedestrian and vehicular traffic on the southern side of Euston Road. The western display is located immediately adjacent to the intersection of Euston Road and Belgrove Street.
- 1.6. 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.

2. Planning Considerations

2.1. The material considerations in the determination of this application are as follows:

- Design and Heritage
- Amenity
- Public Safety

3. Design and Heritage

3.1. Policy D4 Advertisements of the Camden Local Plan 2017 requires advertisements to respect the form, fabric, design and scale or their setting and host building and be of the highest standard of design, material and detail. The policy outlines the Council will support advertisements that: preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas. Advertisements will be resisted where they: contribute to an unsightly proliferation of signage in the area; contribute to street clutter in the public realm; cause light pollution to nearby residential properties or wildlife habitats; have flashing illuminated elements; or impact upon public safety.

3.2. CPG (Advertisements) also states that:

Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, 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.

Free-standing signs and signs on street furniture will only be accepted where they would not create or contribute to visual and physical clutter or hinder movement along the pavement or pedestrian footway.

Assessment of proposals

4. Amenity

- 4.1. Digital advertising displays attached to or integrated within street furniture are not uncommon on busy, arterial roads within the surrounding urban area. In particular, digital advertising displays are incorporated within two bus stop shelters on the opposite side of Euston Road from the application site, outside King's Cross station.
- 4.2. The screens will be affixed to and protrude from the edge of the station entrances by a depth of 150mm. While the screens would more easily integrate with the profile of the host buildings if they were built into the façades of the entrance boxes (and did not project beyond the building profile), as the extent of the screen protrusion would be minimal and the screens attached to existing street furniture, the screens would comfortably integrate with the profile of the building, and oblique and side views of the screens in relation to the entrance box would not be adversely compromised.
- 4.3. In terms of the integration of the screens with the streetscape, while the screens will be visually proportionate to the size of the entrance box side elevations, the screens will appear as excessive in scale, being 2.7m in height and having an advertising display of 4.86m². In contrast, digital advertising screens integrated into nearby bus shelters are 1.866m in height and an advertising area of 1.9m². The proposed advertising screens are therefore over a third larger in height and have an advertising display over three quarters larger, and therefore would appear as noticeably larger, than nearby bus shelter advertising displays.
- 4.4. The proposed digital displays will therefore be out of character with other similar street furniture (related to public transport) within the local area and also commonly found on other existing bus shelters along Euston Road. The entrance boxes are also a lot larger in bulk and mass and are not read as lightweight transport infrastructure. The displays being raised 0.9m above the ground assists with the integration of the displays within the façades of the entrance boxes, however their raised height only exacerbates the scale of the screens and the extent to which they would dominate over pedestrians within the pavement. Being positioned within the public realm in combination with the size and scale of the screens, means the screens would appear as excessive in scale and size to passing pedestrians on the southern side of Euston Road.
- 4.5. In addition, siting of the western screen within proximity to the intersection of Belgrove Street and Euston Road with unobstructed views for westbound pedestrians on Euston Road, means the screen would appear as particularly prominent to pedestrians and only exacerbate the scale and size of the screen and resulting visual dominance effects.
- 4.6. The eastern screen would be positioned outside entrances to the redeveloped Belgrove House, currently under construction. Given the building is being redeveloped and will have a larger scale and mix of uses compared to the previous use, it is likely there will be an increase in pedestrian traffic on the section of Euston Road within proximity to the eastern display. The eastern screen will therefore compromise the amenity of persons accessing Belgrove House and not contrast appropriately with the ingress/egress points for the building, which are an important component of the building operations.

Heritage

- 4.7. The screens will be located within the King's Cross Conservation Area. The western screen would also be located near to a group of eight listed terraced houses on Belgrove Street. The screens are located on and would be viewed together with Euston Road, a busy arterial road with a wide road carriageway, which diminishes the street's relationship with the nearby

heritage and character buildings adjoining Euston Road. Given this context, the extent to which the screens adversely affect the conservation and heritage values of the wider Conservation Area is limited.

- 4.8. However, in terms of the Grade I listed St Pancras Station and former Midland Grand Hotel specifically, while the screens would not affect the heritage values of these buildings either intrinsically or as viewed from the wider area as a whole, views and the heritage values experienced of these buildings would be diminished for westbound pedestrians on the southern side of Euston Road. The western screen would appear as an overly dominant element of the street as viewed against the backdrop of the Grade I listed St Pancras Station and former Midland Grand Hotel and would not contrast appropriately with the heritage and architectural significance of these buildings.
- 4.9. Effects of the eastern display on the views of the Grade I listed King's Cross Station, are more limited and acceptable, given the setback of King's Cross Station building from Euston Road and the views from pedestrian level already interrupted by existing bus shelters, kiosks and other modern structures on the northern side of Euston Road opposite to the eastern entrance box.

5. Siting

- 5.1. Policy T1 (Prioritising walking, cycling and public transport) states that *'In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments improve the pedestrian environment, are easy and safe to walk through ('permeable'), provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate.'*
- 5.2. The policy further states that *'In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development is easy and safe to cycle through ('permeable').'*
- 5.3. As the screens would be attached to the existing station boxes, protrude only a minimal distance from the edge of the boxes, and not be located on the main route for pedestrian traffic within the pavements, the screens would not have any discernible effect on pedestrian movements and flow on Euston Road.

6. Lighting

- 6.1. With regard to light pollution, the chosen sites are immediately adjacent to tall buildings providing office and commercial usage, and nearby to well-lit public spaces/buildings including King's Cross Station and St Pancras International. The screens will also be located close to ground level and would operate with lighting levels which comply with accepted lighting standards for outdoor advertisements. Therefore, the screens would have acceptable light pollution effects.

7. Public Safety

- 7.1. Policy D4 (Advertisements) states that *'Advertisements will not be considered acceptable where they impact upon public safety, including when they:*
- obstruct or impair sight lines to road users at junctions and corners;*
 - reduce the effectiveness of a traffic sign or signal;*
 - result in glare and dazzle or distract road users;*

- *distract road users because of their unusual nature;*
- *disrupt the free flow of pedestrian movement; or*
- *endanger pedestrians forcing them to step on to the road.'*

- 7.2. The proposed digital displays would display static, poster-like images only. Each image would be displayed for at least 10 seconds, in a similar way to traditional scrolling vinyl poster displays. There would be no video or animation used.
- 7.3. Camden Council's Principal Traffic Engineer has no objections to the proposal, and references the static nature of the displays and their relatively limited size. The Traffic Engineer has recommended a condition be imposed on any granted consent that stipulates the luminance levels during daytime and darkness hours, do not exceed those as stated in the application material.
- 7.4. Given the details, the proposal wouldn't present any significant public safety concerns. On this matter, the proposal is considered to be acceptable.

8. Conclusion and Recommendations

- 8.1. In conclusion, the proposed two digital advertising screens located on the sides of the London Underground station entrance boxes, by reason of their size, scale, design and location, would appear as overly dominant features that would harm the character and amenity of the street setting. In relation to the western screen, the open views and heritage values experienced of the St Pancras International and the former Midland Grand Hotel, would be adversely impacted on as viewed from the southern side of Euston Road. The screens are considered to be an unsympathetic and unacceptable form of development that would be detrimental to the character and appearance of the streetscape and surrounding locale, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.
- 8.2. It is recommended that advertisement consent is refused.