



Appeal Decision

Site visit made on 20 April 2023

by P D Sedgwick BSc (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 15th May 2023

Appeal Ref: APP/X5210/Z/23/3314209

Underground Entrance, Outside 17-23 Euston Road, London, NW1 2RY

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by London Lites Ltd against the decision of the Council of the London Borough of Camden.
 - The application Ref 2022/4573/A, dated 21 October 2022, was refused by notice dated 13 December 2022.
 - The advertisement proposed is 2 x Static LCD Digital Advertising Displays located on London Underground Entrance.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertisements on the visual amenity of the area.

Reasons

3. The appeal site relates to 2 London Underground entrance shelters providing pedestrian access to King's Cross London Underground Station. They are located within the King's Cross Conservation Area (CA) on the pavement on the south side of Euston Road opposite King's Cross and St Pancras Stations. The shelters are glazed and clad in dark panels to match the cladding on street furniture and buildings in King's Cross square.
4. Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states the need to have special regard to the desirability of preserving listed buildings and any features of special architectural or historic interest they possess, and Section 72 (1) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.
5. The CA around the appeal site comprises a mix of commercial shops and buildings and hotels and transport infrastructure associated with the railway stations. Grade 1 listed King's Cross Station is set back behind King's Cross Square and has a symmetrical façade constructed of London yellow stock brick with 2 arches either side of a central clock tower. The grade 2 listed, 5 storey, Great Northern Hotel sits in the background between the 2 stations. However, it is the Grade 1 listed St Pancras Chambers, formerly the Midland Grand Hotel and now the St Pancras Renaissance Hotel, that dominates the area with its

gothic revival design, red brick façade, and mix of arches, turrets, towers and tall chimneys.

6. Camden Planning Guidance: Advertisements (2018) advises that advertisements on street furniture will only be accepted where they would not contribute to visual clutter and that detailed consideration should be given for proposals in CAs and near listed buildings because of the sensitivity and historic nature of these areas or buildings.
7. The proposal comprises 2 digital screens measuring 1.8m wide by 2.7m high. They would be attached to the end of the shelters opposite the entrance stairs, 0.9m above the pavement, with one facing eastbound traffic and the other facing westbound traffic.
8. The section of Euston Road around the appeal site is a busy commercial area with most adverts consisting of fascia signs and small projecting signs identifying shops and businesses. The proposed display units, because of their height combined with their position above ground level and on the pavement, would dominate passing pedestrians and as such would be visually intrusive. The appellant suggests that the screens are small for roadside displays. However, the only roadside displays that I saw nearby were on the side of bus shelters in front of Kings Cross Square, which were significantly smaller and lower to the ground than those proposed. Other displays in pedestrian areas of a comparable size are limited to freestanding directional signs associated with St Pancras and King's Cross Stations rather than advertisements. I note that shopwindow adverts can be similarly sized, but they do not encroach directly onto the street and into the path of approaching pedestrians and are therefore less visually intrusive.
9. Despite being located on the opposite side of the road, the western shelter intervenes in, and detracts from, pedestrian views looking across the road towards St Pancras Renaissance Hotel. The proposed advert on this shelter, because of its size and varying content, would add clutter and further intrude on views of this grade 1 listed building. Overall, I conclude that the proposed advertisements would appear as cluttered and visually intrusive features which would fail to preserve or enhance the appearance of the CA and thus would have a harmful effect on amenity. The proposal therefore conflicts with Policies A1, D1, D2 and D4 of the Camden Local Plan 2017 which require proposals to preserve or enhance the historic environment and the character and amenity of the area.

Conclusion

10. For the reasons given above I conclude that the appeal should be dismissed.

P D Sedgwick

INSPECTOR