



**Delegated report – Source of delegation NH232 (Neighbourhoods and Housing) for applications and decisions that are non-committee items**

<b>Address:</b> 55 Curtain Road, Hackney, London EC2A 3PT	
	<b>Reference No:</b> 2019/2023
<b>Case officer:</b> Raymond Okot	<b>Ward:</b> Hoxton East and Shoreditch
<b>Locally/Listed Building:</b> no	<b>Conservation Area:</b> South Shoreditch
<b>Core Strategy Allocation:</b> Conservation Area / City Fringe / Central Activities Zone / Priority Employment Area.	
<b>Proposal:</b> Installation of scaffold shroud screen advertisement comprising image of the building facade with inset area for public information and advertising measuring 6m x 6.8m.	
<b>Site Description:</b> 4-storey commercial building located at the junction of Curtain Road and Great Eastern Street.	
<b>Development Constraints North:</b> Mixed use	<b>Development Constraints East:</b> Mixed use
<b>Development Constraints South:</b> Mixed use	<b>Development Constraints West:</b> Mixed use
<b>Relevant Planning History:</b>  Application Number: 2017/0900 Decision Date: 19/04/2017 Decision Status: <b>Granted</b> Development Description: Repositioning and retention of 4 roof mounted air conditioning units within the western section of the flat roof area. -----  Application Number: 2016/1260 Decision Date: 15/06/20169 Decision Status: <b>Refused</b> Development Description: Retrospective application for the retention of an existing metal shutter to the ground floor entrance -----	

Application Number: 2014/0369

Decision Date: 31/03/2014

Decision Status: **Refused**

Development Description: Erection of a single storey roof extension on the third floor flat roof of the building to provide a 2-bedroom flat.

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Application Number: 2013/3318

Decision Date: 06/01/2014

Decision Status: **Refused**

Development Description: Erection of a single storey roof extension on the third floor flat roof of the building to provide a 2-bedroom flat.

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Application Number: 2012/3251

Decision Date: 08/01/2013

Decision Status: **Granted**

Development Description: Change of use from Office (Use Class B1) to an Office Head Quarters and Training Facility (Sui Generis Use comprising Use Class B1 and D1).

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Application Number: 2003/2146

Decision Date: 29/01/2004

Decision Status: **Refused**

Development Description: Change of use of 1st, 2nd and 3rd floors into 6 flats comprising 3 x 1 bed and 3 x 2 bed units.

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### **Consultation (Internal)**

Conservation and Urban Design: **Objection**

### **Recommendation**

Refuse

### **Significance of Area and Buildings**

The building is not statutory or locally listed but is located within the South Shoreditch Conservation Area. The building is a good example of a 1950s office building. It is four storeys and constructed of stock brick with what appear to be original crittall windows. The building is in good condition and not in obvious need for repair.

### **Analysis of the proposals**

- The proposal for the erection of externally illuminated shroud is not considered acceptable. The advertisement would be in stark contrast to the neighbouring buildings.
- The proposal for the printed shroud would look less refined than the existing building. As a result it is considered to be to the detriment of the appearance of the building and the immediate surrounding area.
- Whilst the application provides generic statements as to the need of repair of the building. No justification or a breakdown of work has been provided. From a visual inspection the building appears in a good condition at present. As such, there is no justification that any work is needed.
- Whilst the erection of a shroud on a temporary basis could be acceptable, the advertisement is considered to have harmful effect on the visual amenity of the site and the surrounding area.

- The test is the impact of the proposed work to the character and appearance of the conservation area and whether it preserves or enhances it. It is considered that the addition of the signage does not preserve the character and appearance of the conservation area.

Should the advert be refused it is acknowledged that during the course of those works and whilst the scaffolding is in place, the appearance of the building and street scene would be harmed due to the addition of this industrial looking clutter, preventing views of the building itself. Whilst the building shroud could offer an interesting solution there is no justification for the need for advertisement.

### **Conclusion**

The Council is under statutory duties contained within section 72 of the Planning (Listed Buildings and Conservation Areas Act) to grant permission only to applications which preserve or enhance Conservation Areas. In this case these duties indicate a refusal of the current application.

National Planning Policy Framework Paragraph 196 states that “Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal...” The proposed development is assessed to cause harm to the heritage asset and there are no public benefits.

The proposed development is contrary to London Plan Policy 7.8 Heritage Assets and Archaeology Part D: “Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.”

The proposed development is contrary to Local Development Framework Core Strategy Policy 24 Design (“identifying and respecting the architectural, historic quality and character of the surrounding environment”) and Policy 25 Historic Environment (“identifying, conserving and enhancing the historic significance of the borough’s designated heritage assets, their setting and where appropriate the wider historic environment”).

The proposed development is contrary to Development Management Local Plan Policy DM28 Managing the Historic Environment (“Alterations and extensions in conservation areas should... Preserve (or, where missing, reinstate) characteristic features such as doors, windows... Not harm the architectural integrity of a building or the unity and significance of a group of buildings or terrace”).

### **Consultation (External)**

South Shoreditch CAAC: - **Objects** to the commodification of public space and to the visual cluttering this proposal would create, detracting from the conservation area. Further, no image of the facade with the proposed advertisement/publicity campaign has been submitted.

The Hackney Society – **Objection** - he Hackney Society Planning Group (HSPG) makes the following observations:

This application is for a scaffold shroud screen advertisement for a twelve month period whilst facade and roof works are carried out to the building. There are numerous examples of approved temporary shrouds in the borough behind which either building works fail to materialise, or in some cases the owner makes no pretence to carrying out building works and omits the scaffold altogether, instead fixing the 'shroud' to a permanent framework directly bolted into the masonry. Some have remained in place years beyond the expiry of

temporary approvals, resulting in significant harm to conservation areas, and important host buildings.

The subject building appears to have recently undergone refurbishment work and is currently advertised to let: it seems unlikely that exterior building works will be carried out once new tenants are installed. Furthermore it is located on a key road junction, with a constant audience of waiting vehicles at the traffic lights. It is suggested that any approval must include a condition requiring the commencement of building works prior to the erection of any advertisement on the shroud and penalties for any overrun.

**Policy:**

<b>Development Plan</b>	<b>London Plan:</b>	7.4 – Local Character 7.6 – Architecture 7.8 – Heritage Assets and Archaeology
	<b>Core Strategy:</b>	24 – Design 25 – Historic Environment
	<b>Development Management Local Plan:</b>	DM1 – High Quality Design DM2 – Design and Amenity DM29 - Advertisements DM28 – Managing Historic Environment
<b>National Guidance</b>	<b>Planning Policy Guidance/Statement:</b>	NPPF

**Assessment and Reasons:**

The application seeks the installation of scaffold shroud screen advertisement comprising image of the building facade with inset area for public information and advertising measuring 6m x 6.8m.

**Principle of the Proposal**

Local planning authorities must exercise their powers under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in the interests of amenity and public safety taking into account the provisions of the development plan and any other relevant factors.

Policy DM29 states that advertising should be “sensitive to the character of an area through (its) size and siting”. It is not considered that the proposed internally illuminated projecting sign would comply with the above, given its overall size, illumination and prominent location within the Kingsland Conservation Area.

As such, the proposed projecting signs is considered unacceptable in principle and contrary to council policy.

POLICY DM29 – ADVERTISEMENTS

Advertisements must be of the highest possible standard and contribute to a safe and attractive environment, and shall:

- i. Not cause a hazard for pedestrians or people using any type of transportation;
- ii. Not adversely affect the historic significance of buildings, and be sensitive to the character of an area through size and siting, especially those areas of historic significance:-
- iii. Not contribute to an unsightly proliferation or clutter of signage in the vicinity and detract from the amenity of the street scene; and
- iv. Not cause visual intrusion by virtue of light pollution into adjoining residential properties, and avoid flashing internal or external illumination.

### **Design, conservation and visual amenity**

The proposed scaffold shroud screen advertisement by virtue of its size (6.8m x 6m) covering first and second floor front wall of the building and in clear view from Curtain Road and Great Eastern Street is considered to be excessive. The advertisement would be in stark contrast to the neighbouring buildings. The proposal for the printed shroud would look less refined than the existing building. As a result it is considered to lead to damage of the design and appearance of the existing building and the conservation area.

### **Visual amenity**

The proposed scaffold shroud screen advertisement is substantial in scale and is not sensitive to the character of the conservation area and the streetscene.

In conclusion, the proposal by virtue of its design, size and position would result in an incongruous addition to the building which would obstruct its architectural integrity and affect the visual amenity of the conservation area and the streetscene.

### **Highways**

Policy DM29 of the Development Management Local Plan requires that adverts shall not cause a hazard to pedestrian or road users. The proposal by reason of its size, position and method of illumination is considered not to harm the safety of pedestrian or road users.

### **Reasons for decision**

The proposed advertisement hoarding, by reason of its excessive size and prominent position, would result in an incompatible and obtrusive development which would also involve the proliferation of large advertisements, detrimental to the character and appearance of the building and the South Shoreditch Conservation Area, and as such, would be contrary to policies 7.4, 7.6 and 7.8 of the London Plan, CS24 and CS25 of Hackney's Core Strategy, and Hackney DMLP policies DM1 DM28 and DM29.

### **Recommendation:**

Refuse

	<b>NAME/SIGNATURE</b>	<b>DATE</b>
<b>Planning Officer</b>	<b>Raymond Okot</b>	<b>29/07/19</b>
<b>Team Leader</b>	<b>Graham Callam</b>	<b>29/07/19</b>