

Mr P Koscienc

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Acton

London W3 7JP

March 2023

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

SITE OF SKYLARK COURT, 517 FINCHLEY ROAD, LONDON NW3 5EP

TEMPORARY DECORATIVE SCAFFOLD SHROUD ADVERTISEMENT

Dear Sir/Madam,

Please find enclosed an application for express advert consent made via the planning portal.

The site relates to a live building site at Finchley Road where planning permission has been granted and is being implemented for residential flats in a multi-storey development, as follows,

Erection of a part 7 part 10 storey (above basement and lower ground floor levels) building comprising 22 flats (Class C3) (4 x 1 bed, 17 x 2 bed, 1 x 3 bed) and a flexible commercial unit (Use Classes A1/A2/A3) to the ground and lower ground floors, associated public realm improvements including a new footpath to the north of the site, landscaping and associated works, following demolition of existing public house, retail unit and associated structures.

Works are currently progressing and the works and scaffold period is likely to be around 18 months.

The site extends to 10 storeys high and is located on the east side of Finchley Road.

The building is located within the Finchley Road / Swiss Cottage Town Centre on a commercial part of Finchley Road between Finchley Road Overground and Underground stations and Finchley Road & Frognal Overground station.

The building is not listed and is not within a conservation area

The application relates to temporary consent for a decorative scaffold wrap to add visual interest to the scaffold at this main road location during building works at the property instead of the normal scaffold and building site appearance.

The predominant element on the shroud will comprise a coloured 1:1 image of the new façade. A small proportion of the total shroud will be given over to an advertising area inset centrally within the shroud surrounded by the 1:1 image of the building.

This is necessary to fund the building image production, installation and maintenance.

The shroud will not be illuminated.

This formula accords with your policy guidance for shroud advertising contained within **Camden Planning Guidance: Advertisements (March 2018)** which states as follows,

Shroud advertisements

Shroud advertisement

Large scale advert, covering an entire building elevation, often used to shield construction work.

Shrouds on scaffolding (erected for the purposes of carrying out building works and removed upon completion), will only be permitted where the: • scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work; • shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the • advertisement on the shroud covers no more than 20% of the shroud on each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas, the advertisement on the shroud should not cover more than 10% of the shroud on each elevation and is not fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

The current proposal has an inset advertising area designed into the 1:1 image comprising less than 20%. This meets your advertising policy guidance for the size of advertising area within a shroud and is proportionate in size.

The inset advertising area fits into the architecture of the 1:1 image.

As a matter of principle, National Planning Practice Guidance (ID; 18b-005-20140306) now gives recognition to such forms of temporary advertising, when it states,

“Buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large ‘wrap’ advertisements covering the face, or part of the face, of the building.”

The decorative shroud would arguably be a more colourful and interesting temporary alternative than scaffolding and the normal screening offering within this busy and vibrant location.

The location fronting Finchley Road is considered to be a suitable context for such a display.

This is a substantial building site positioned within a busy town centre location and main road location whose character is mainly commercial and vibrant.

The shroud would not be illuminated.

It would add visual interest for the temporary period of the works scaffold.

The building image alone could not be provided ordinarily from normal funding and thus a limited amount of commercial advertising has been factored into the scheme to fund (and maintain as a high quality feature) the total wrap to the scaffold.

Yours faithfully,