



**Armstrong Planning**

## **PLANNING STATEMENT**

*on behalf of*

**Astir Living Limited**

*for*

**Advertisement Consent for Temporary Display of a Static Illuminated Shroud Advertisement – (PP Ref: 12236876)**

*at*

**West Hampstead Central, 156 West End Lane, London, NW6 1SD**

**14<sup>th</sup> June 2023**



## 1. Introduction

We, Armstrong Planning with offices at Fenland House, 15B Hostmoor Avenue, March, Cambridgeshire, PE15 0AX, write to submit this application on behalf of Astir Living Limited for advertisement consent for a static, externally illuminated shroud advertisement (20.0m wide x 8.0m high) set within an illustrated scaffold shroud at “West Hampstead Central”, 156 West End Lane, London, NW6 1SD (the application site) for a temporary period of 39 weeks (from 01/06/2023 to 26/02/2024).

## 2. The Application Site and Allocations

The application site is located at “West Hampstead Central”, 156 West End Lane, London, NW6 1SD and falls within the jurisdiction of London Borough of Camden.

The application site is identified as falling within West Hampstead Town Centre and the West Hampstead Growth Area. The London Plan identifies the site as falling within the West Hampstead Area for Intensification.

The application site is not a listed building and does not fall within a conservation area. The West End Conservation Area adjoins the site to the north. The application site does not fall within an area of Special Advertisement Control.

## 3. The Proposal

Construction works are currently taking place at the application site, delivering over 170 new homes. This application is seeking advertisement consent for a static, externally illuminated shroud-advertisement measuring 8.0m high x 20.0m wide, set within an illustrated scaffold shroud depicting a 1:1 facsimile of the building’s approved elevations.

The commercial area within the shroud amounts to just 16.5% of the scaffolded elevation, and 19.8% of the overall shroud area, ensuring that the building will be read first and foremost, with the advertisement being a secondary and subordinate feature.

It is proposed that the shroud and advertisement will cover the scaffolding while construction works are taking place, shielding the public from unsightly works. The temporary advertisement shroud and scaffolding will be removed upon completion of the works, after a period of 9 months.

This illustrated shroud will consist of a high-quality material and would be maintained to a high standard, it will help mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area.

Works are due to be completed and scaffolding is to be struck in February 2024, accordingly advertisement consent is sought for a temporary period until 26/02/2024 and will be removed thereafter.

## 4. Policy Compliance and Compliance

### ***NPPF***

The National Planning Policy Framework (NPPF), revised July 2021, sets out a presumption in favour of sustainable development and promotes the positive improvement of the built environment; it encourages local planning authorities to work with applicants to foster a positive approach to planning.

Paragraph 136 of the revised NPPF states that *“advertisements should be subject to control only in the interests of amenity and public safety.”*

### **Planning Practice Guidance**

It is important to note that Section 18b-001- 20140306 of the Planning Practice Guidance (PPG) accompanying the NPPF states that the *“display of advertisements is subject to a separate consent process within the planning system... Advertisements are controlled with reference to their effect on amenity or public safety only, so the regime is a lighter touch than the system for obtaining planning permission for development.”*

Paragraph 18b-005 of the PPG specifically relates to shroud and banner advertisements and states that *“buildings which are being renovated or 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.”*

Section 7 of the PPG concerns public safety and highway safety. Paragraph 18b-067 states that road safety problems are less likely if *“the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline”*.

### **Local Plan**

Policy D4 of the Camden Local Plan relates to ‘Advertisements’ and states that the Council shall support advertisements that:

- Preserve the character and amenity of the area;
- Preserve or enhance heritage assets and conservation areas.

– The proposed shroud and advertisement will cover the scaffolding while construction works are taking place, shielding the public from unsightly works.

It goes on to state that the Council will resist advertisements that:

- contribute to an unsightly proliferation of signage in the area;
  - The proposed advert will be a single 20.0m wide x 8.0m high advert framed by a 1:1 facsimile of the host building, in order to retain the sense of the building in its context.
- contribute to street clutter in the public realm;
  - The proposed advert will be a single 20.0m wide x 8.0m high advert framed by a 1:1 facsimile of the host building, in order to retain the sense of the building in its context.
- cause light pollution to nearby residential properties or wildlife habitats;

- Seven external illuminations are proposed at an interval of 3.0m on the West End Lane elevation. It is considered that the proposed lighting will have no impact on adjoining residential properties; or any wildlife habitats.
- have flashing illuminated elements; or
  - or No flashing lights are proposed for illumination. (See the accompanying Lighting Specifications submitted as a part of this application)
- impact upon public safety.

Section 7.82 of the Local Plan concerns 'Character and amenity' and states that *"The size, location, materials, details and illumination of signs must be carefully considered. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment."*

Section 1.26 of the Camden Planning Guidance: Advertisements relates to 'Shroud advertisements' and states that 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. 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.

Local planning authorities can formulate their own specific policies indicating what detailed considerations they take account of. These policies and/or guidance statements should not be the only deciding factor and each case should be considered on a site-specific basis. Camden Council's own policies and guidance accepts on a temporary basis shroud/banner advertisements where used to shield unsightly construction works to a building. The temporary nature of the shroud only being required until the works are completed needs to be taken fully into account.

### **Visual Amenity**

In terms of visual amenity, this shroud will shield public view from unsightly building works and scaffolding helping mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area.

The proposed commercial display is framed within a 1:1 facsimile of the building facade, this will ensure that the host building will be read first and foremost with the advert appearing as a secondary and subordinate feature. The effect of which is that the sense of the building in its streetscape will be retained.

It is considered that a commercial display (of the size proposed in relation to the host building) is appropriate in the context of the vibrant and historically commercial character of West End Lane. The proposed advertisement will only be in situ during the remainder of the construction works and will

be removed thereafter. There will be no physical impact on the host building, and any impact will be purely visual and temporary.

The proposal seeks to attract a commercial advertiser during the construction phase of works only and will improve the visual appearance of the building while scaffolding is necessary.

The images below show examples of generic scaffolding at sites located close to the application site.

*Fig. 1: Example of negative visual impact of scaffolding and generic sheeting on the street scene at 79 Fitzjohn's Ave, London*



Fig. 2: Example of negative visual impact of scaffolding and generic sheeting on the street scene at 106 Kilburn High Road, North Maida Vale, London



Fig. 3: Example of negative visual impact of scaffolding and generic sheeting on the street scene at 120 Finchley Road, South Hampstead, London



*Fig. 4: Example of negative visual impact of scaffolding and generic sheeting on the street scene at West Hampstead Square, London*



The applicant has partnered with King Media Ltd (trading as Maximus), who have a proven record in assisting landowners in upgrading their properties by subsidising refurbishment and redevelopment projects. Please see the brochure 'Enhancing the Urban Landscape' which is submitted as part of this application and showcases some examples of how Maximus's commercially sponsored illustrated shrouds have delivered real benefits to the public realm. This positive impact on visual amenity should be considered in addition to temporary benefits of screening unsightly scaffolding and building works. The images below are examples of smartly screened building sites at London.

Fig 5: Example of the aesthetic benefit afforded by a scaffold shroud.



Fig 6: Example of the aesthetic benefit afforded by a scaffold shroud.





Fig 7: Example of the aesthetic benefit afforded by a scaffold shroud.



## 5. Public Safety

In terms of public safety, the proposed advertisement, will not:

- Obstruct or impair sight-lines
- Obstruct or confuse a road user's view
- Reduce the clarity or effectiveness of any traffic sign
- Distract road users because of their unusual nature (a banner advertisement is not in and of itself an unusual feature)
- Leave insufficient clearance above any part of the highway
- Include moving or apparently moving elements
- Require close study
- Resemble traffic signs
- Embody directional or other traffic elements

The proposed advertisement is not unusual, it is static with good range of visibility, thus it will not appear as a sudden feature or present itself as a road hazard. This type of advertisement display is designed to be readily assimilated and understood by road users and pedestrians. The size, type, position and illumination are all appropriate in the context of the commercial area. In light of the above the proposal is not considered a threat to road or public safety.

## 6. Conclusion and Summary

Decorative shrouds (and the use of adverts) are temporary by their nature, and they can, where appropriately sited, provide colour and interest to what would otherwise be an unsightly scaffolding across a building façade. Without some form of suitable screening, the unsightly presence of the construction works significantly detracts from the character and appearance of the street scene.

The use of a temporary shroud, which reflects the new West End Lane and Southern elevations, alongside the use of advertising space enlivens the façades and provides interest in the street scene during the construction works. The temporary shroud will not harm the new host building, nor will it detract from the character and appearance of the existing street scene, adjoining Conservation Area nor public highway.

We submit that the impact of the advert on visual amenity and the character of the street scene, including the adjoining Conservation Area to the north should be considered net positive on balance. The screening benefits of this advertisement-bearing shroud (shielding unsightly building works) will mitigate the impact on visual amenity that temporary building works will incur. We submit that the proposed shroud advertisement is of a modest size, that is proportional to the building façade. The advertisement is framed by an illustrated shroud with a 1:1 depiction of the building imagery. A temporary shroud advertisement of this sort should be considered acceptable in a busy commercial area.

Commercial sponsorship projects of this nature create an entire eco-system of economic benefit with significant knock-on effects stimulating many areas of the economy, particularly the construction and retail sectors, but also benefiting the creative industries and a range of related professionals.

We trust the planning department has sufficient information to determine this application for advertisement consent and we look forward to a decision in due course.

Prepared by



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