



Infinity Outdodor, 44 Charlotte St., London W1T 2NR

55 Tottenham Court Road, London W1T 2EJ

Application for Temporary Consent of Advertisement

Introduction

This application seeks **temporary** consent for the installation of a building image shroud wrap incorporating an advertising inset area at 55 Tottenham Court Road, London W1T 2EJ. The consent is sought for the temporary period of 12 months whilst the proposed redevelopment of this building is undertaken (planning ref 2023/3808/P).

The proposed temporary advertising display will be on a fully working engineered **temporary** scaffold. The scaffold installation already installed is essential for the proposed refurbishment work to take place.

After obtaining planning consent under application number 2023/3808/P, the site will undergo a redevelopment programme. The works already underway includes the change of use of existing British Transport Police station and offices to Offices within, including removal of basement car parking, ramp and vehicle dock; extensions at first, second, third and fourth floors to provide additional office floorspace; new replacement façades at Whitfield Street and Tottenham Court Road elevations; partial new replacement facades at north and south elevations; rooftop plant equipment, PV panels and green roof; external amenity areas at first, second, third and fourth floors; and associated external alterations.

The proposed commercial advert space would be mounted to scaffolding and will be 7.5m wide by 7.2m high (10% of the overall area of the shroud on Tottenham court Road facade), located on the front elevation of the building, and as shown. (Please see attached drawings and photo-montages).

The proposed scaffold will be designed and engineered to take into consideration the construction and fabric of the building and tied to the property in accordance with all relevant H&S standards.

This approach has been now supported in several similar shroud schemes approved around scaffold construction projects in Lambeth in recent years, specifically at the following addresses,

1. 59-61 Camden High Street London NW1 7JL - COUNCIL CONSENT 2024/1911/A
2. 187 Camden High Street London Camden NW1 7JY - COUNCIL CONSENT 2022/1657/A
3. Koko (Camden Palace) 1A Camden High Street London NW1 7JE - COUNCIL CONSENT 2018/5200/A
4. Imperial Hotel 61-66 Russell Square London WC1B 5BB - COUNCIL CONSENT 2023/1052/A
5. Imperial Hotel 61-66 Russell Square London WC1B 5BB - COUNCIL CONSENT 2023/1052/A

As a matter of principle, National Planning Practice Guidance 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."

Site and Surrounding Area

The application site is located at 55 Tottenham Court Road & 16-24 Whitfield Street within the London Borough of Camden.

The application site lies between the west side of Tottenham Court Road ('TCR') and the east side of Whitfield Street in Fitzrovia, within the Charlotte Street Conservation Area. The surrounding area contains a mix of retail, office, service and residential uses. The site is bounded on its eastern side by 60 Tottenham Court Road to the north and Kirkman Place, a pedestrian cul de sac to the south. On the Whitfield Street side to the west, 26-28 Whitfield Street lies to the north and 12-14 Whitfield Street to the south.



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Opposite on the west side of Whitfield Street is a public open space managed by LB Camden known as Crabtree Fields. A modern Grade II listed property at 1 Colville Place overlooks this space and is in close proximity to the site.

The proposed scaffold will be designed and engineered to take into consideration the construction and fabric of the building and tied to the property in accordance with all relevant H&S standards.

The works for which scaffolding is necessary will remain in place for 12 months.

The Proposed banner

As previously mentioned, the proposed advertising inset area is 7.5m wide by 7.2m high and located upon a scaffold on the front elevation, comprising over only 10% of the overall area of the shroud on Tottenham Court Road facade. The banner is of a temporary nature whilst the remedial works are undertaken.

The scaffold will be dressed in a "full 1-1 image shroud" depicting the host building situated behind the bleak looking scaffold. Thus, improving both the look of the site and the surrounding area during the redevelopment period.

This proposal is an aid to the visual amenity of the locality and will certainly be more appealing than a stark and blunt access scaffold which is to be installed.

From time to time a commercial banner advert will be displayed upon the photo-montage shroud but when an advert is not in situ the scaffold will be dressed in the 1-1 image shroud.

As previously described the works are to be undertaken to allow the redevelopment of this building, and as a scaffold is required to complete the job, the owners of the property would hope that a consent to display temporary advert upon the scaffold would be supported by the Council, as any funds raised by the commercial displays will be utilised for the upkeep of the host property and to offset the cost of the stated works.

The design of the advert will most likely change on a regular basis dependent on advertiser's requirements, but the dimensions will remain the same. As well, all copy will feature minimal typography together with simple graphic elements. There will be no moving components or lights.

All displays will meet the standards set by the Advertising Standards Authority (<http://www.asa.org.uk/asa/>) and will not contain any salacious, or offensive material.

Statutory Context

Paragraph 5 of the Communities and Local Government (CLG) Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, requires that Local Planning Authorities shall exercise their powers to control advertisements "only in the interest of amenity and public safety, taking account of any material factors..." Planning Policy Guidance: Outdoor Advertisement Control (PPG19) provides general guidance to local planning authorities and others on the statutory provisions of advertisement control." PPG19 further emphasises that local planning authorities may only exercise control of outdoor advertising in the interests of amenity and public safety.



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Public Safety

Advertising displayed at 55 Tottenham Court Road & 16-24 Whitfield Street, London will not appear as a sudden feature to road-users also considering it will be parallel to the direction of travel of the cars. The display will be static and will not incorporate flashing lights or moving parts. It will not require close study, nor will it confuse or obstruct views of road signs or traffic control signals for road-users.

The materials of the banners used by Infinity Outdoor exceed all health and safety requirements. Therefore, there is no risk of the screens becoming detached from the building, thereby endangering pedestrians or motorists.

Amenity

Large poster hoardings are recognised to often form part of the fabric of commercial areas. It is also held that "all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly".

When considering the amenities issue of a banner advert, "account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area or screening an eyesore." We believe that the proposed banners certainly visually improve the area for the period of the refurbishment works. The design and scale of the advertisements are considered to be in keeping with the nature of the neighbouring buildings, as well as, character of the busy commercial area.

The proposed banners are only of a temporary nature and will be removed on the completion of the refurbishment to the building. The shroud and advertising display will be required for a relatively short period of time and this will be at a time when the normal visual amenity levels of the site will be significantly reduced by scaffolding and works.

We propose to dress the entire scaffold in a 1-1 photomontage image of the building to enhance the look of the site as shown in the attached photomontage. This proposal is clearly an aid to the amenity of both the site and locality and we would request that consideration of this proposal is given positive consideration and that the benefits of the 1-1 shroud and occasional commercial adverts upon the same are noted.

Most councils generally accept that a 1:1 representative image of the building façade transferred to scaffolding shrouds are a considerable aesthetic improvement on the normal offering of scaffold and netting whilst works are in hand. Such conclusions are framed against an acknowledgement of the fall-back circumstances of working scaffolding enveloping the building with no controls over any ad hoc screening and safety protection, and its own visual effect on the visual amenity of the surrounding area.

Methods of Installation and Material

The proposed screen will be manufactured from digitally imprinted hi-tech micromesh PVC material. The material is rip and tear proof and has been tested and approved for large-scale display applications. The material has also been specially designed and manufactured for use as building screens and scaffold safety screens.

Installation is by means of an engineered designed and approved method, which is firmly fixed to the building with primary and secondary safety measures incorporated. As stated earlier, the method of installation, together with the safety features, meets or exceeds all the relevant health and safety standards.

Fully trained and experienced installation technicians will carry out all of our works.

Conclusions

Until the development is completed, the temporary advertising display and the screening of the site will certainly constitute an advantage to the visual amenities. It will add colour and interest to the street scene and provide information to visitors and passers-by.

As previously described the works are to be undertaken to allow the redevelopment of this building, and as a scaffold is already installed and required, the owner of the property would hope that a consent to display temporary adverts upon the scaffold would be supported by the Council, as any funds raised by the commercial displays will be utilised for the upkeep of the host property and to offset the cost of the stated works.



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When considering its individual merits and the circumstances of this location, the proposal is thought to not be harmful to amenity or public safety in this commercial location. Furthermore, the proposal is in keeping with the Councils policies set out in their UDP and The Town and Country Planning (Control of Advertisements) Regulations as confirmed by the recent consents for banners on scaffolding over the last few years as mentioned above.

In addition, the covering of the scaffold with a 1-1 image of the host building is a distinct improvement to the site and locality and will aid the visual amenity when considered against the alternative of a bleak and untidy fully working scaffold. Therefore, we respectfully request that the proposed banner shroud and commercial displays are granted consent.