

PLANNING STATEMENT

For

PROPOSED INSTALLATION OF 6no. NON-ILLUMINATED BANNERS TO MATCH EXISTING ADVERTISING SIGNAGE TO THE CORNERS OF MANDELA/PRATT/CAMDEN AND PLENDER STREETS. PROPOSED RELOCATION OF 2no. EXISTING WALL MOUNTED SIGNAGE TO EITHER SIDE OF THE FRONT ENTRANCE CANOPY AT CENTRO FORUM.

At

WORKSPACE, THE CENTRO BUILDINGS,
20-23 Mandela Street,
London
NW1 0DU



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On behalf of:

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1.0 Introduction

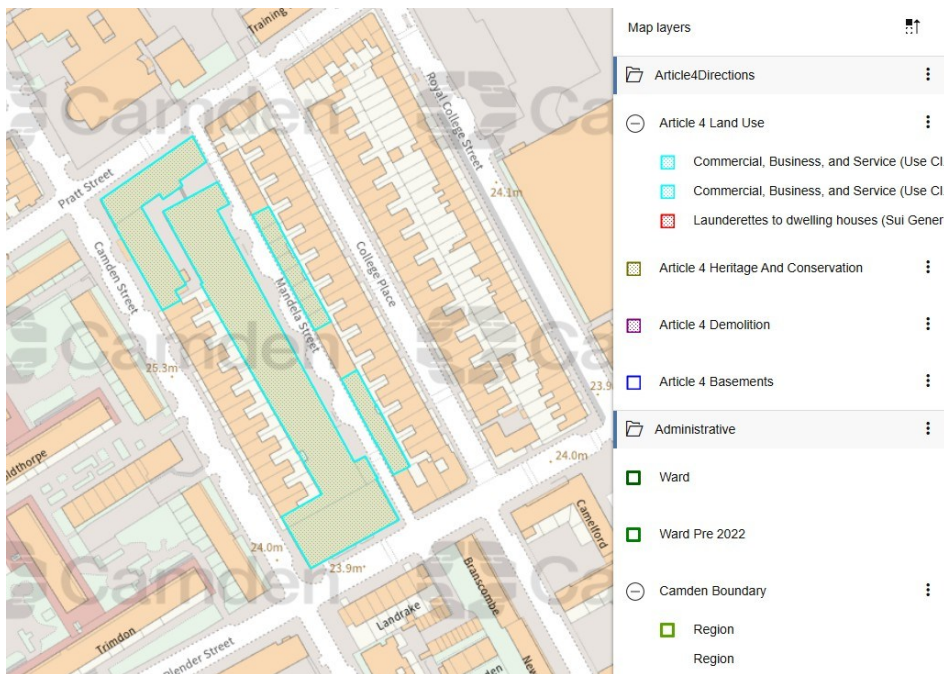
This Statement has been prepared in support of an advertising application. This will be submitted by MJ Consulting on behalf of the client.

This application is for proposed advertising signage to the existing Camden Street, Plender Street, Pratt Street and Mandela Street elevations of the buildings. The Centro buildings are in London's culture and creativity neighbourhood of Camden, and are linked to the UK music scene, from rock 'n' roll to punk and soul.

This report shall seek to identify those elements of the Centro Buildings which are of historic importance and consider the impact which the proposed application will have on those elements.

2.0 Building History

The Centro Buildings are a modern office space redeveloped in a converted Camden warehouse, in the heart of Northwest London's most iconic neighbourhood. The building was the former furniture depository, and boasts a giant mural of Nelson Mandela in tribute to Centro's home of Mandela Street, which was where the UK Anti-Apartheid Movement was based in the 1960's. The building is not registered for historic importance.



The above map from Camden Council shows the status of the building being commercial/business/service and not in a conservation area.

3.0 Proposed Brief

At present, there are existing illuminated signage to the front entrance canopy and vertical projecting signs to each of the Centro 1-4 buildings. There are 2no. non-illuminated wall mounted signs to be relocated to either side of the main Centro Forum entrance on Camden Street elevation. 1no. new banner to the corner of Mandela and Pratt Streets, 2no. banner to Pratt and Camden Streets. 1no. banner to Camden Street near the main entrance. 2no. banners to the corner of Camden and Plender Streets. The proposed non-illuminated signage is to aid in further promotion of the company and the facilities available within the building, to the passing pedestrian and road traffic.

4.0 Design and Access Statement/improvements in design and accessibility

The design and access statement covers both the design principles and concepts that have been applied to the proposed development and how issues relating to access to the development have been dealt with and resolved.

Component

The purpose of the work is to utilise the existing external corner brickwork wall panels between the 1st and 2nd floors on the North, South and West elevations of the building complex, as a promotional space. The main entrance to the building is on the West side and the existing wall mounted signage is to be relocated to either side of the main entrance.

Design

The proposed concept in this application aims to furnish the existing external façade with advertising banners to aid in promoting the facilities available within the building and the company, to the passing pedestrian and road traffic. The proposed advertisement is non-Illuminated.

Evaluation

The proposed 6no. 4400x780x5mm double-sided projecting advertising PVC banners are to be made from Kavalan Sunlight Taichi 300 PVC-free resin coated material fixed to a new 48.3 dia. x 5mm CHS projecting wall brackets top and bottom of each banner. New CHS welded to 250x250x8mm steel wall plate with welded triangular fillets and 4no. M12 grade 8.8 Hilti resin anchor bolts. The PVC-free material has EN13501-1 fire rating and is REACH compliant, LCA life cycle assessment (approved). It is compatible with both UV and latex inks and the material is constructed from polyester.

Appendix A: Drawing references

MJC25_01_020-001 Location Plan

MJC25_01_020-002 Existing Camden Street elevation

MJC25_01_020-003 Existing Mandela Street elevation

MJC25_01_020-004 Existing Camden and Plender Street elevations

MJC25_01_020-010 Proposed Camden Street elevation

MJC25_01_020-011 Proposed Mandela Street elevation

MJC25_01_020-012 Proposed Camden and Plender Street elevations

MJC25_01_020-013 Proposed banner fixings and details

MJC25_01_020-014 Proposed relocated signage details

MJC25_01_020-015 Proposed visualisations

Appendix B: Existing visualisations



Existing google view showing the corner elevations of Mandela Street and Plender Street where the existing banners are located.



Existing google view showing the corner elevations on Plender and Camden Streets.



Existing google view showing the corner elevations to Camden and Pratt Streets.



Existing google view showing corner elevations of Pratt and Camden Streets.



Existing google view showing corner elevations of Pratt and Mandela Streets.