



CITY CENTRE POSTERS

Supporting statement

THE APPLICATION

This planning application made by City Centre Posters for the installation of advertising & information panels on the currently vacant ground floor retail units of the “Tally Ho Apartments” at 12 Highgate Road and also on the Fortess Walk and Fortess Road elevations.

The application seeks temporary consent of one year or until the individual unit(s) is/are let, whichever is sooner, for the display of 28 static non - illuminated display frames of varying sizes positioned on all three elevations of the development. These frames will comprise a mixture of localised public information boards, advertising posters and unique photographic art installations, with a view to enhance the visual appeal of the area and provide information of local interest to any viewer.

It is noted that planning permission was granted on 17/10/2008 under ref 2008/3461/P (amended)- *demolition of existing public house and erection of a part 5 part 6 storey building*. The proposal subject of this application will not stop the full implementation of that permission as and when the retail units are let.

It should also be taken into consideration that these installations should not be considered as a long term feature – we have a rolling agreement with the owner with the understanding that any part of the installation(s) are removed promptly should any part of the retail unit be let.

In the interim the proposal represents an opportunity to create a temporary point of colour and interest, enlivening the local streetscape and reflecting Camden and Kentish Town’s strong music, cultural and historical traditions.

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Amenity

The scale of the proposed advertisement corresponds with the scale of its location. While the location is of a mixed character, the majority of the land use in the vicinity is for medium and large scale commercial elements that introduce a substantial commercial presence into the immediate and wider surroundings (particularly the adjacent 2000+ capacity Forum venue). These have an indisputable effect on the amenity of the area and it is felt that these advertisements and panels would serve to compliment and enhance these commercial activities by contributing to the vibrancy, cultural reputation and civic improvement of the area.

Please note that the advertisements and images placed here would generally reflect the general culture and ambience of Camden and would appeal to the Camden visitor/resident – i.e. arts, theatre, music, books and culture and thus would avoid the mainstream media images that would normally be expected from an advertising site. We would also install a number of public information panels that would include unusual Camden / Kentish Town / Highgate visitor attractions and useful information such as train and bus stop information and local guidemaps. It also planned to make these sites accessible for local community groups and councils for publicity purposes.

A Sideways Glance

It is also proposed that a significant proportion of the space available here would be given over to a photographic art project that we, as a company are involved in – A Sideways Glance.

These are a collection of photographic images showing unusual and atypical local street scenes and imagery, presented in an artistic context. CCP commissioned the photographer behind this project to produce images exclusively of the Kentish Town area with the view of exhibiting at this location, thereby creating a combined advertising and public art space. These photographs, reproduced in striking large format black and white, will create an interesting and socially enhancing feature while at the same time producing a civic improvement to the area.

More information on A Sideways Glance can be found here;

<http://tinyurl.com/pueod8m>

PUBLIC SAFETY

Government guidance contained in PPG 19 states that in assessing an advertisement's public safety impact, the key consideration must be whether the advertisement itself or the location proposed for it creates a hazard to, or endangers people in the vicinity who are taking reasonable care of their own and other's safety.

The type and location of the proposed advertisement display will not create such a hazard or danger for the following reasons:

- The location is one where the proposed advertisement display will not appear as a sudden feature.
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- The type of advertising display proposed does not require close study, nor would it obstruct or confuse any road user's views of the road ahead, statutory road signs, or traffic control signals.
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- The simple typography and graphic elements normal in this type of advertisement display are specifically designed to be readily
- The proposed advertisement is located so as to be readily viewed by traffic and pedestrians approaching the site.
- It is designed to be assimilated and understood by road and pedestrians users in the vicinity.
- The proposed panels will not contain any moving elements nor will it be illuminated.
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SUMMARY

The displays comprise of functional, high quality, surface mounted units positioned on the ground floor of the property. The existing security hoarding shall be replaced with quality plywood sheeting which would then be painted an appropriate colour. It is offered that some of these units be reserved for local directions (i.e. local maps/last train times) and/or public information from council or authorities in addition to other local interest panels. We will also, as part of our maintenance programme, monitor the site for graffiti, which should it appear, will be removed immediately upon reportage.

Therefore it is considered that the overall impact of the proposed displays on the amenity of the locality would not be unduly significant and would enhance the ambience and amenity of the area.

CONCLUSION

We feel the proposed installation(s) would be appropriate to its location and in scale with its surroundings and would not detract unduly from the appearance of the site or surroundings, or cause undue injury or harm to the amenity of the area.

In consideration of all the foregoing, we look forward to a favourable response and should you require any further information regarding this application please do not to hesitate to contact via the contact below.

Kind Regards

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