



INFINITY
OUTDOOR LIMITED

Camden Planning Services
Camden Town Hall
Argyle St
London
WC1H 8EQ

Dear Sir/ Madam,

Planning Statement in support of
Application for Temporary Advertisement Consent
At
335 Euston Road, Camden, London, NW1 3AD

Please find attached an application for temporary advertisement consent, which is submitted on behalf of the owners of the building Amsprop Estates Limited.

We submit this application for the temporary scaffold advertising rights for the site whilst external refurbishment/ repair works are carried out.

Accordingly this proposal involves an application for a 12 month temporary consent for the installation of a pvc micro mesh shroud to the scaffold incorporating an advertising banner. The area of the proposed advertising display is approx. 15m(h) x 40m(w) as indicated on the attached documentation. *Please note that the advertisement depicted is illustrative only and does not represent the actual advert to be displayed.*

The owner is anxious to mitigate the effect of the unsightly scaffold and contain the works during the refurbishment period and the shrouding/ banner will make an important contribution to this. Whilst providing an attractive enclosure to the scaffold the proposed screen will not interfere with any works going on behind since the design is such that natural light is not excluded. The works are none the less obscured.

The proposed shroud/ banner will be manufactured from digitally imprinted hi-tech micromesh pvc material. This material is rip and tear proof and has been tested and approved for large-scale display applications. The material has been specifically 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 scaffold with both primary and secondary safety measures incorporated. 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 the works.

We will be using specifically designed lighting equipment that minimises the downward spread of light near to or above the horizontal. The modern well-controlled projector type luminaries we intend to use can be aimed very precisely and give an excellent cut off beyond the lit area so reducing spill light and glare.

All displays will meet the standards set by the Advertising Standards Authority and will not contain any salacious or offensive material.

I trust the attached provides all the information you require to determine this application favourably.

However, please do not hesitate to contact me should you wish to discuss.

Please contact me via email richard@infinity-outdoor.co.uk or on my mobile 07702 068 944 should you require any further information

Kind Regards

Yours sincerely

Richard Moseley
Managing Director

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