University of London Union

1)We will be using specifically designed lighting equipment that minimizes the 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.

Diagram 1

Glare will also be kept to a minimum by ensuring that the main beam angle of all lights is directed towards any potential observer at below 70°. Higher mounting heights allow lower main beam angles, which can also assist in reducing glare. The lights will be installed onto arms as shown on diagram 1 above and as shown in greater detail on scale drawings P 1, 2, 3 & 5 which, accompanies these submissions.

Whilst providing an attractive enclosure to the building the proposed screen will not interfere with anything happening at the location.

2) Supporting Statement on Planning Regulations Applicable to this Application

The **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 interests of amenity and public safety, taking account of any material factors …". Material factors may include adopted UDP policies and non-statutory guidance issued by Planning Authorities.

a) Public Safety

Government guidance contained in **PPG19** 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 or others safety. We believe that the type and location of the proposed advertisement will not create such a hazard or danger for the following reasons:

General reasons

The merits of large format banner advertising has and is becoming increasing accepted throughout the United Kingdom over the last decade and has been accepted for some time in Continental Europe and in The United States.

The large and simple images and messages that are used with the type of advertisement proposed are much less distracting than the smaller and more complex (and sometimes moving) images used on other types of roadside advertising already prominent in many parts of the country.

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

Specific reasons

To motorists approaching the proposed screen driving along the north side of the ULU building they will observe a display seen mainly from an offside view, which will be clearly visible from some considerable distance along a relatively

straight length of carriageway. The location will not appear as a „sudden feature“ , nor will it contain any moving elements. The type of advertising proposed does not require close study, nor would it obstruct or confuse any road-users views of road signs or traffic control signals.

The simple typographical and graphic elements incorporated into the screens are specifically designed to be readily assimilated and understood by road and pedestrian users in the vicinity. Therefore, in accordance with the advice given within PPG19 and Circular 3/07, this is not a case where the proposal could be considered to be against the interests of public safety.

b) Public Amenity

It should be noted that the site is situated within a fairly busy route and in particular is the Olympic route for coaches to the Russell Square Area. Knowing this proposal is to attach the displays to the building, it is our view that during the Olympic Games period this site would not be seen as uncommon and will not appear out of keeping within the surrounding environment.

The proposed advertisement will wrap two sides of the University of London Union with an open weave vinyl mesh stretched on a pole frame fixed to the brickwork. The Olympics sponsors design will occupy the space from the 1st floor to the 4th floor of the building. It is proposed to illuminate the display from below, with lights placed strategically to provide a good spread of illumination. In the lead up to the Games it may be necessary to modify the design and in this respect the applicant would welcome the imposition of planning condition to allow the Planning Authority to approve the final design prior to its installation. Consent is being sought at this stage to meet the advertisement auction criteria of LOCOG. Only sites with advertisement consent are allowed to enter the process. The second round of bidding takes place in mid-May & only sites registered by May 1st will be able to participate. In this respect it would be appreciated if the application could be dealt with expediently and within the target 8 week period. In our view the proposals offer an exciting opportunity to highlight the Bloomsbury centre during the Games and help to create a vibrant temporary landmark. Similar projects have been very successful and widely supported elsewhere. For the 2002 Commonwealth Games Manchester City Council actively encouraged the dressing of buildings undergoing redevelopment, with sponsors“ messages.'
As stated above it is also our view that the proposed screen will serve a useful purpose, adding colour and interest to the street scene, and providing information to visitors and passers-by. This is all in accordance with the guidance contained in **PPG19** and, in particular, in paragraph 2 of the Annex to the PPG.

Banner sizes are non-standard, with dimensions being dictated by the size of the building on which the display is placed.

3) Method 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 been specially designed and manufactured for use as building and scaffold safety screens.

Installation is by means of an engineered design 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 the works.

The applicant“ s installation team has been responsible for and installed several similar screens within the United Kingdom using the method proposed here.

4) Case Histories

Images of two recent examples of screens erected in the United Kingdom are submitted with this submission. Their locations, in the order in which appear are: -

(i) Alfa Laval Building M4 elevated section London

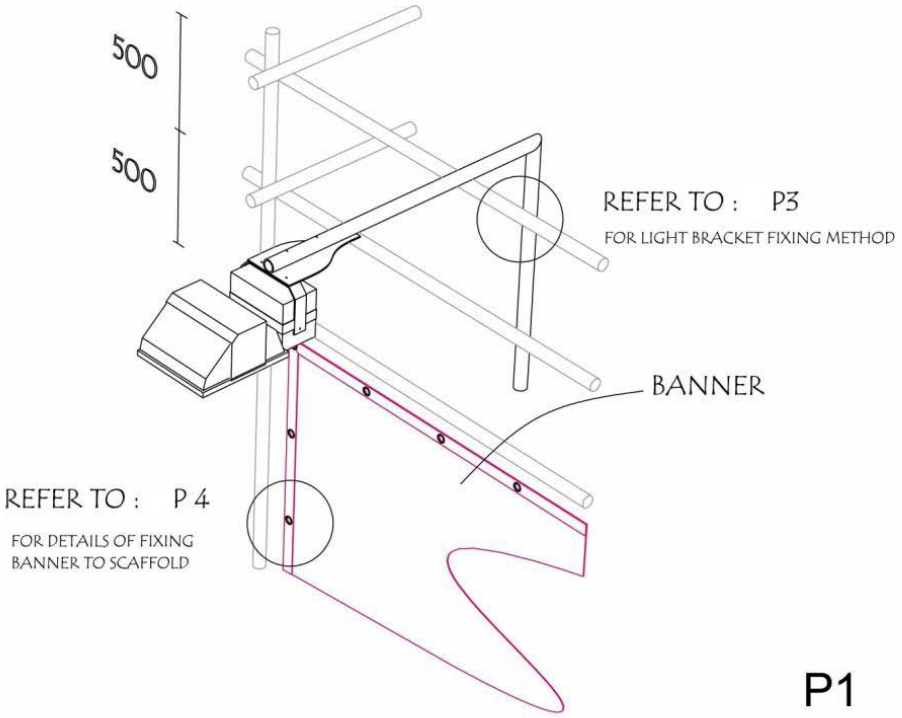
(ii) Whitechapel High Street London

These images illustrate the high quality of the presentation and erection of the screens and demonstrate how they enliven otherwise unsightly buildings that are unoccupied and subject to future demolition.

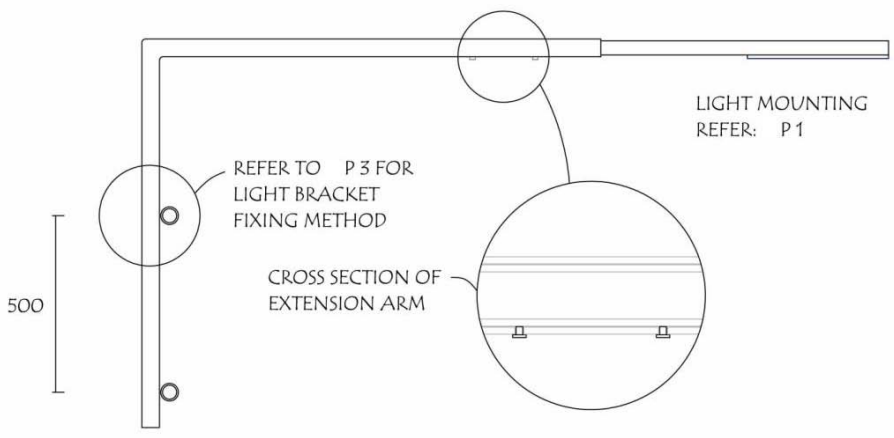
Alfa Laval Building M4 Elevated section London

Whitechapel High Street London

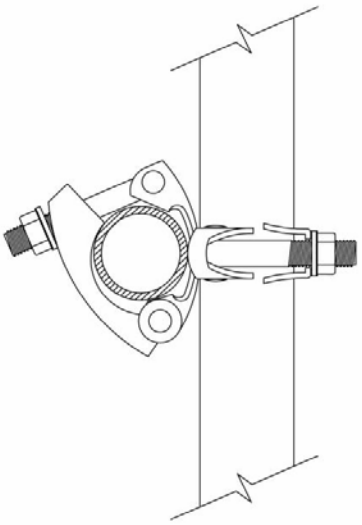
5) Illumination and fixing details


500
500
REFER TO : P3
FOR LIGHT BRACKET FIXING METHOD
BANNER
REFER TO : P 4
FOR DETAILS OF FIXING
BANNER TO SCAFFOLD

P1


LIGHT MOUNTING
REFER: P 1
REFER TO P 3 FOR
LIGHT BRACKET
FIXING METHOD
CROSS SECTION OF
EXTENSION ARM
500

P2



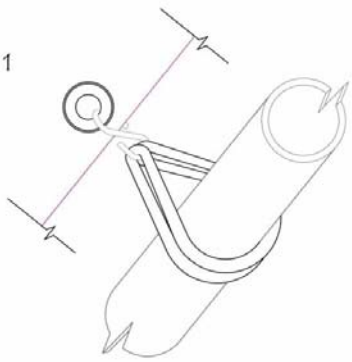
DRAWING SHOWING :

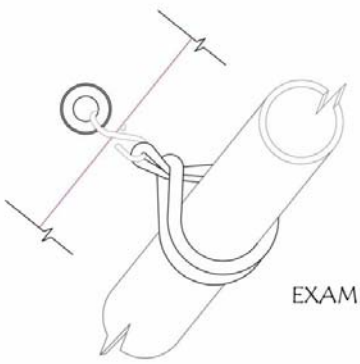
LIGHT BRACKET
FIXING METHOD.

P3

DETAILS OF FIXING BANNER TO SCAFFOLD

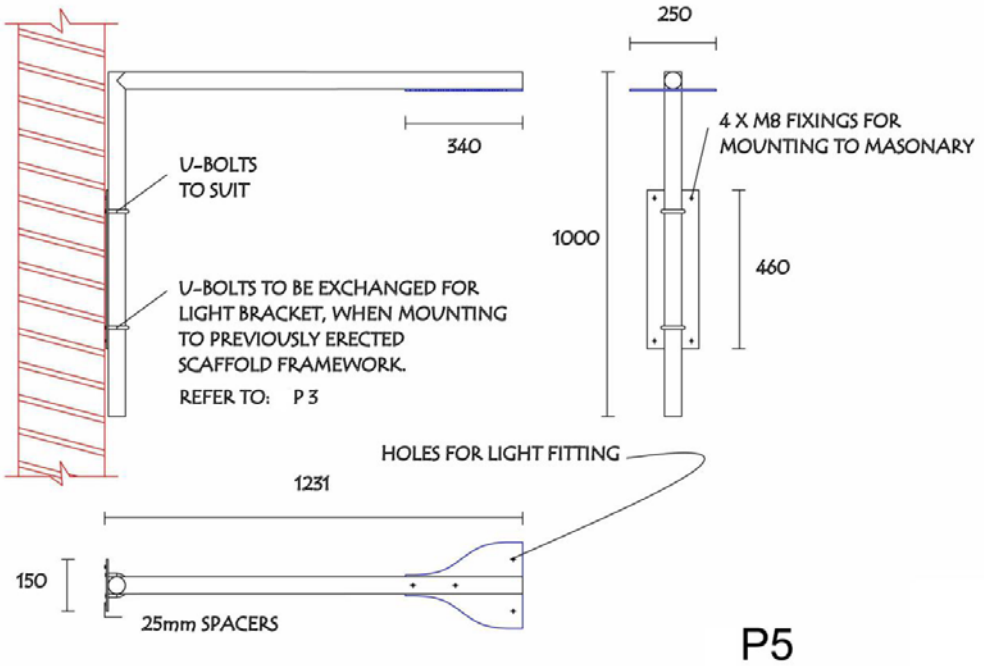
EXAMPLE 1





EXAMPLE 2

P4


250
340
U-BOLTS
TO SUIT
4 X M8 FIXINGS FOR
MOUNTING TO MASONARY
1000
460
U-BOLTS TO BE EXCHANGED FOR
LIGHT BRACKET, WHEN MOUNTING
TO PREVIOUSLY ERECTED
SCAFFOLD FRAMEWORK.
REFER TO: P 3
HOLES FOR LIGHT FITTING
1231
150
25mm SPACERS

P5