



Our Ref: HSR/02/king/worldphlight

7th October 2011

SUBMITTED VIA PLANNING PORTAL

Development Control – Environment Department
Camden Council
5th Floor
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
PROPOSED LOCATION: WORLDS END PUB, 174 CAMDEN HIGH STREET, NW1 ONE**

An application for a temporary scaffold shroud at the above location was granted consent by the council on 28 June 2011 under Ref: 2011/1728/A. As you will see from the photographs attached to this application, the banner and 1:1 shroud have now all been installed on the working scaffold in accordance with the consent granted by the council.

The original submission involved lighting with the purpose of adequately illuminating the scaffold shroud. However on the day that consent was due to be granted we were informed that some concerns had been raised and the council in the end granted consent for a non-illuminated scaffold shroud. Given how late this occurred we were not allowed the opportunity to put forward our case and any additional supporting information.

Therefore this application is for the temporary illumination of the existing scaffold shroud only. The proposed illumination will consist of just three down lighters positioned immediately above the existing commercial display banner.

We are still unclear as to why the council felt this shroud could not be illuminated especially given the planning history in the immediate area. Indeed the council will be aware that a similar proposal for a temporary scaffold banner was allowed at appeal just opposite this site at 187 Camden High Street, the Appeal Ref: APP/X5210/H/08/2091485. It should be noted that in this case there were two larger advertising banners which took up roughly half of the overall shroud and both are externally illuminated. The proposed commercial display in this instance is much smaller in size and also as a percentage of the overall shroud itself. Therefore the number and extent of the lighting is also significantly less.



In the formal decision letter the appointed Inspector, Mr Emm states at paragraph 6:

"This is a vibrant bustling commercial area and to my mind the proposed scheme would form an acceptable temporary addition to the townscape. Given the need for a safety shroud, I believe that the proposed sign would be an improvement on the otherwise alternative utilitarian vista, bringing colour and interest to the townscape while refurbishment work is being undertaken. For the duration of the refurbishment the sign would preserve the character and appearance of the Conservation Area as a whole."

In light of this appeal decision the Council then recently granted consent for another temporary scaffold shroud nearby at 11-13 Camden High St, Ref: 2010/1299/A. Again it should be noted that the commercial display was externally illuminated and much larger in size.

Indeed there are numerous planning applications across London that have been granted recently for this temporary type of display advertising as councils have seen the great benefits that they bring to the area. All such proposals involve external illumination.

The proposed illumination will be kept to a minimum, in affect 'wash lighting' over the elevations, and will not exceed 600cd/m². This is the level as set down by the Institute of Lighting Engineers Technical Report 5(2nd Edition). The lighting will be static and will be illuminated without any light spill or glare during the hours of darkness.

The purpose of the illumination is simply to add clarity to ensure the shroud display can easily be assimilated rather than being a potential distraction. The illumination of the display would not change the effect from perspective drivers or pedestrians, but would actually make it safer as it would be easily and quickly absorbed.

This is a busy commercial area and the temporary illumination of the existing shroud would not be any greater than the general illumination of this vibrant area. Indeed and perhaps most importantly of all, the existing building is already externally illuminated with existing floodlights at regular intervals on all the elevations of the building. Please see photographs submitted which were taken of the building at night. Taking this, along with all the other information submitted it is our view that the proposed illumination cannot reasonably be considered to have any adverse impact to either amenity or safety.

Finally I would like to add that when the first application was submitted I specifically requested in writing that I would need to see any conditions which would be attached to the consent. The original proposal as per the council's initial letter confirming registration of the application reads:

"The Proposed Work: Display of externally illuminated advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012."



However the formal decision notice reads:

"Display of a non-illuminated advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012. Drawing Nos: WE: 02,03,04,05,06,07,08,09,10."

The planning officer did not seek my consent either verbally or in writing to change the description of the proposal. Therefore it can be reasonably argued that consent has been granted as per the original description, as my permission was not sought in changing the description.

However as always, we would rather reach an amicable solution and have therefore submitted this application in order to regularise the matter without any further delay and potential legal costs for both parties. Notwithstanding the above we feel that the principle of just the temporary illumination of the shroud can safely be granted in any case, as there is no adverse impact to amenity or safety.

I trust all is in order and look forward to receiving confirmation that the application has been received and registered as soon as possible. During the interim period if you have any queries then please do not hesitate to contact me.

Yours faithfully

Hardeep S Ryatt BA (Hons) DipTP MRTPI
HSR UK LTD