

1. Introduction

This application seeks to re-new the temporary consent 2010/1299/A to display an illuminated scaffolding shroud at 11-13 Camden High Street. The consent is sought for a further 6 months due to the current development being delayed mid term due to a change of the construction company. The development is now envisaged to be completed by the end of December 2012. However, if the works are completed sooner, then the commercial display will be removed in order for the scaffolding to be struck.

The proposed commercial advert space is 10 metres wide and 12 metres in height and 4 metres off the ground. The commercial advert space will be situated on the Camden High Street elevation of scaffold and surrounded by a border of grey shroud which will cover the remaining areas of the scaffolding, including the sides. Please see attached drawings.

In order to create revenue to help alleviate the cost of the development and to help screen the construction site, the owner has entered into a formal agreement with Megaposter to seek the necessary planning consent for the display of advertisement as outlined in the following pages.

Figure 1: Current site image



2. Site and Surrounding Area

The application site comprises of two terraced 4 storey properties located on the West side of Camden High Street. The buildings are currently in a very poor state of repair and are currently vacant. The South end of Camden High Street is marred by these properties affecting the appearance of the area.

11-13 Camden High Street is not a listed building and it is located in the Camden Town Conservation Area.

On 1st October 2008 the Council approved a planning application for extensions and alterations (Please see attached Decision Notice). Works commenced in October 2009 and a works scaffold is currently in situ.

3. The Proposed Banner

As previously mentioned, the proposed commercial advertisement space is 10 metres x 12 metres and located on the scaffold elevations on the front of the building. The design of the advert will most likely change on a regular basis dependent on advertiser's requirements, but the dimensions will remain the same. As well, all copy will feature minimal typography together with simple graphic elements. There will be no moving components or flashing lights

All displays will meet the standards set by the Advertising Standards Authority (<http://www.asa.org.uk/asa/>) and will not contain any salacious, or offensive material.

For those periods where the advertisement space is not sponsored, the entire scaffolding will be covered with a grey mesh material shroud as per the borders and scaffold returns. This provides two important functions; 1. To maintain the visual amenities benefit of a building wrap, 2. To act as debris netting that is necessary on any working construction site.

Figure 2: Proposed site image



4. Statutory Context

Paragraph 5 of the Communities and Local Government (CLG) Circular 03/2007 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 interest of amenity and public safety, taking account of any material factors...” Planning Policy Guidance: Outdoor Advertisement Control (PPG19) provides general guidance to local planning authorities and others on the statutory provisions of advertisement control. PPG19 further emphasises that local planning authorities may only exercise control of outdoor advertising in the interests of amenity and public safety.

Policies found within the Local Council’s Unitary Development Plans have been taken into account as material consideration. The policies by themselves are not decisive in determining whether an advertisement is to be permitted.

Public Safety

Para 15 of PPG 19 explains that the key consideration, in assessing an advertisement’s impact, is whether the advert is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others’ safety. LPAs will therefore consider the *likely* behaviour of drivers of vehicles who will see the advertisement.

A banner advertisement at 11-13 Camden High Street will not appear as a sudden feature to road-users. The banner is a static canvas; it does not contain flashing lights or moving parts. It will not require close study, nor will it confuse or obstruct views of road signs or traffic control signals for road-users.

The method of illumination is aimed only on the banner itself and will not cause any glare or distraction to passing motorists. For further information please refer to the *Lighting Section* of this report.

The materials and method of installation of the banner used by Megaposter exceed all health and safety requirements. Therefore, there is no risk of the screen becoming detached from the scaffolding, thereby endangering pedestrians or motorists.

Amenity

Para 11 of PPG 19 states that LPAs should take into consideration an advert’s effect on the appearance of the building it is displayed upon, as well as the effect on the immediate neighbours. Large poster hoardings are recognised to often form part of the fabric of commercial areas (Para 13). It also reminds LPA’s that “all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly” (Para 7).

Para 2 of the Annex goes on to explain that when considering the amenities issue of a banner advert, “account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area, or screening an eyesore.” We believe that the proposed banner will certainly visually improve what would, for the period of the development, be an unattractive façade. The design and scale of the advertisement, is considered to be in keeping with the nature of the neighbouring buildings, as well as, character of the busy commercial area.

Construction work can often leave a poor impression on the street scene. Uncoordinated forms of commercial advertisement (ex. for scaffolding companies, developers etc.) as well as, bare scaffolding and loose debris netting, often leads to untidy and unpleasant appearance which can adversely affect visual amenity of the area. The benefit of screen advertising is that it cleanly encloses the scaffolding and ensures the development site is checked regularly so that any problems are resolved immediately. This is because the client whose advertisement is on display will expect that the site is kept to the highest standard possible.

Conservation Areas

[PPG 19 also addresses advertisements in Conservation Areas in paragraph 22. It states that more exacting standards of advertising control will prevail in Conservation Areas but notes that many Conservation Areas are thriving commercial centres where the normal range of advertisements on commercial premises is to be expected providing they do not detract from visual amenity. LPAs should use advertisement controls flexibly in such areas.]

5. Method of Illumination

Megaposter uses a specifically designed lighting equipment that greatly reduces the outward spread of light beyond the banner itself, therefore reducing spill light and glare. The maximum luminance for this banner will not exceed 600cd/m sq. The area around 11-13 Camden High Street is well illuminated and it is considered that the level of illumination proposed will add little to the ambient levels of light in the immediate and wider surroundings.

Further information about the lamps and bulbs we use can be found attached to this report, as well as, information regarding the system used to attach the lights to the scaffolding (please see MP1, 2 & 3).

6. Methods 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 also been specially 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 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 all of our works.

7. Conclusions

For the time of construction works, the banner will certainly constitute an advantage to the visual amenities. It will conceal as eyesore, add colour and interest to the street scene, and provide information to visitors and passers-by.

When considering its individual merits and the particular circumstances of this site, the proposal is not harmful to amenity or public safety in this commercial location. Furthermore, the proposal is in keeping with the Councils policies set out in their UDP, PPG19 and The Town and Country Planning (Control of Advertisements) Regulations 2007.