

**Application for the display
of an advertisement**

at

**89-95
Parkway
Camden
London
NW1 7PP**



Megaposter UK Ltd

1) The Proposal

This proposal covers an application for temporary consent to display an advertisement on an illustrated micromesh PVC scaffold safety screen located on the scaffold elevations at 89-95 Parkway Camden London NW1 7PP.

Consent is sought for a temporary period of the refurbishment works, which is estimated to be a 12 months from the date of this application. However, if the works are completed sooner then the advertisement will, of course, be removed. Equally if, for whatever reason, completion of the works were to be delayed then there would be merit, for the reasons set out below, in allowing the advertisement to remain in place pending removal of the scaffolding.

The area of the proposed screen is approximately 23 metres by 9 metres (as indicated on the attached elevation & isometric drawings). Please note that the advertisement depicted is illustrative only and does not represent the actual advertisements to be displayed.

The design has been changed on a regular basis dependent on advertiser requirements. All copy has featured **minimal typography together with simple graphic elements.**

All displays have met with the standards set by the Advertising Standards Authority and have not contained any salacious, or offensive material.

We will be using specifically designed lighting equipment that has minimizes the downward spread of light near to, or above the horizontal. The modern well-controlled projector type luminaries we have used have been aimed very precisely, and have given an excellent cut-off beyond the lit area so reducing spill light and glare.

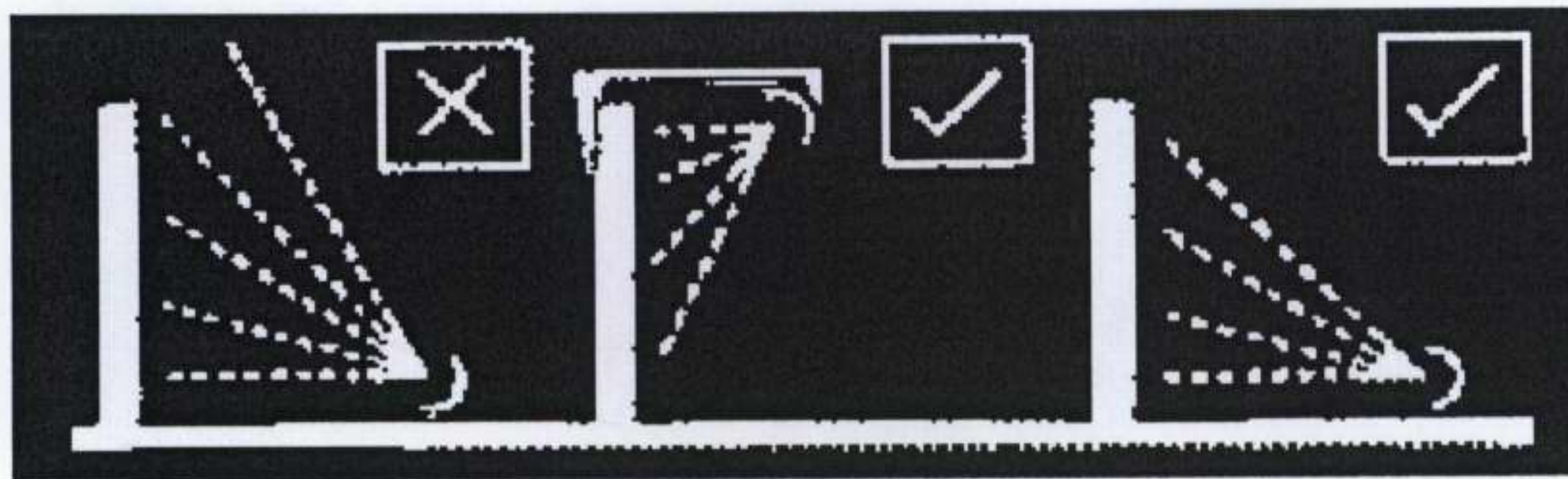


Diagram 1

Glare has been kept to a minimum by ensuring that the main beam angle of all lights has been directed towards the banner set below 70°. The lights have been installed onto arms as shown on diagram 1 above and as shown in greater detail on A4 scale drawings MP 1, 2, 3 & 5 which, accompanies these submissions

2) The Site

It is proposed that an exterior/interior refurbishment works be undertaken and put into place with general repairs being carried out whilst the scaffold is in place, and this has been estimated at taking twelve months to complete

The Owner is anxious to mitigate the effect of unsightly scaffolding and debris netting whilst the cleaning and building works are in progress and the screen will make an important contribution towards achieving this. It is made of a loose weave vinyl material, a sample of which is attached to these submissions.

It is the Owner's view that an illustrated screen brings with it clear amenity benefits during the period of the refurbishment works. This is supported by research, commissioned by Megaposter, which indicates that of just under 400 people surveyed 71% said that they would prefer to see an illustrated screen against only 9% preferring blank monoflex. The survey was carried out by the recognized polling organization known as "Vivid" and the questions asked were carefully formulated not to artificially direct those being polled towards one answer or another. The full findings of the poll and the questions asked are available for inspection if required.

Whilst providing an attractive enclosure to the scaffold the screen will not interfere with the refurbishment works going on behind since the design is such that natural light is not excluded. The building works are nonetheless obscured.

3) Supporting Statement on Planning Regulations Applicable to this Application

Section 4 of the **Town and Country Planning (Control of Advertisements) Regulations 1992** 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 is becoming increasingly accepted throughout the United Kingdom and has been accepted for some time in Continental Europe and in The United States. It serves a particularly useful purpose when located on scaffolding during the period of building or refurbishment works.

Megaposter UK Ltd

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 Company exceed all health and safety requirements. Therefore, there is no risk of the screens becoming detached from the scaffolding, thereby endangering pedestrians or motorists.

Specific reasons

To motorists approaching the proposed screen driving along Parkway they will observe a parallel display, which will be clearly visible from some considerable distance along a straight length of road heading north east. The elevation is primarily visible to traffic but will also be viewed by pedestrians. 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 5/92, 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 busy commercial area where advertising should not be seen as uncommon and where it will not appear out of keeping with the surrounding environment.

The view is taken that the proposed screen will serve a useful purpose, concealing an eyesore, 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.

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4) Megaposter UK Ltd – Company Background

Giant banner advertising was conceived and developed by Megaposter GmbH in Germany during the early 1990's. Since then the medium has grown dramatically across Europe to become one of the fastest growing areas of outdoor advertising.

In 1997 DSM, the largest German outdoor media group, and fifth largest in the world, acquired Megaposter GmbH. DSM is owned by a group of 28 of the main German local authorities, with a huge portfolio of land, on which a number of Megaposter GmbH's 150 plus sites are located.

The Company pioneered the development of the Megaposter idea across other European countries and established contracted alliances with the major advertising companies involved in the marketing of giant banners in the key markets under the European Megaposter Network.

Megaposter UK Ltd was launched as a joint venture between an established UK media company and Megaposter GmbH in August 2000 and has since become recognized as a leader and innovator in the UK market.

Megaposter UK was purchased by blowUP media UK in October 2004 and now forms part of the Stroer Group of companies.

We currently market between 80 – 100 giant banner sites nationally on temporary locations created by the development and refurbishment of large commercial and residential buildings.

What is Megaposter?

Megaposter, as the name suggests, is a company that deals in large illuminated outdoor advertising sites. Our sites are usually temporary because the poster screen (actually an open weave, or solid vinyl banner – example provided), is generally fixed to scaffolding enclosing construction or refurbishment works.

Banner sizes are non-standard, with dimensions being dictated by the size of the scaffold on which the display is placed. The Company has marketed sites of various sizes across Europe from 100 sqm up to (in very exceptional circumstances) 8000 sqm.

Megaposter UK Ltd

5) 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 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 the works.

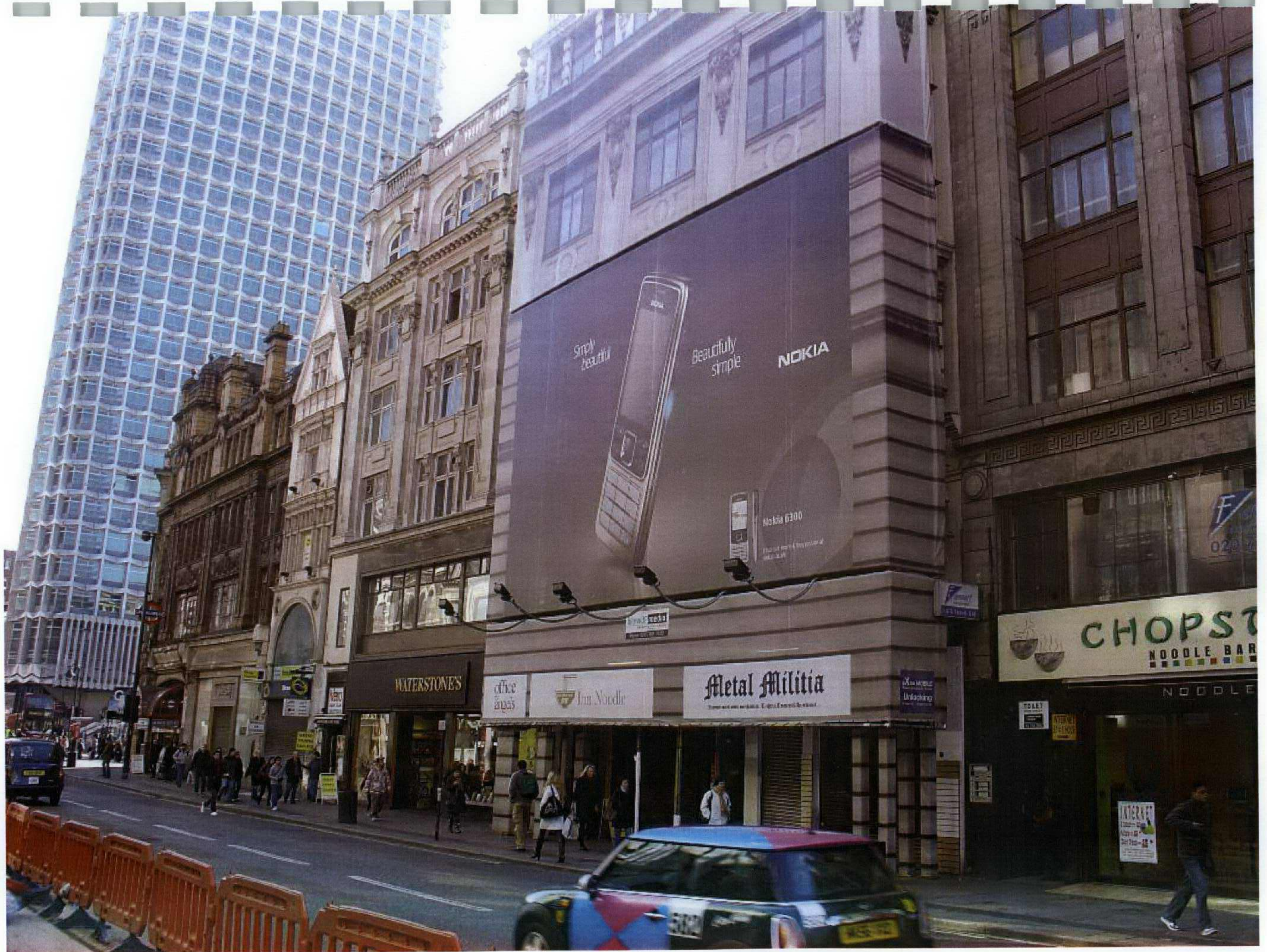
The company has installed over 200 similar screens within the United Kingdom using the method proposed here.

6) Case Histories

Images of 3 examples of screens erected in the United Kingdom with full planning permission by the company are bound into these submissions. Their locations, in the order in which appear are:-

- (i) 25 Oxford Street, Westminster, London
- (ii) Cochrane Theatre, Camden, London
- (iii) Parkway Camden, London

These images illustrate the high quality of the presentation and erection of the screens and demonstrate how they enliven otherwise unsightly scaffolding during the period of building works.





Rentokil Initial

4p texts to anyone

That's 400 texts for £16.

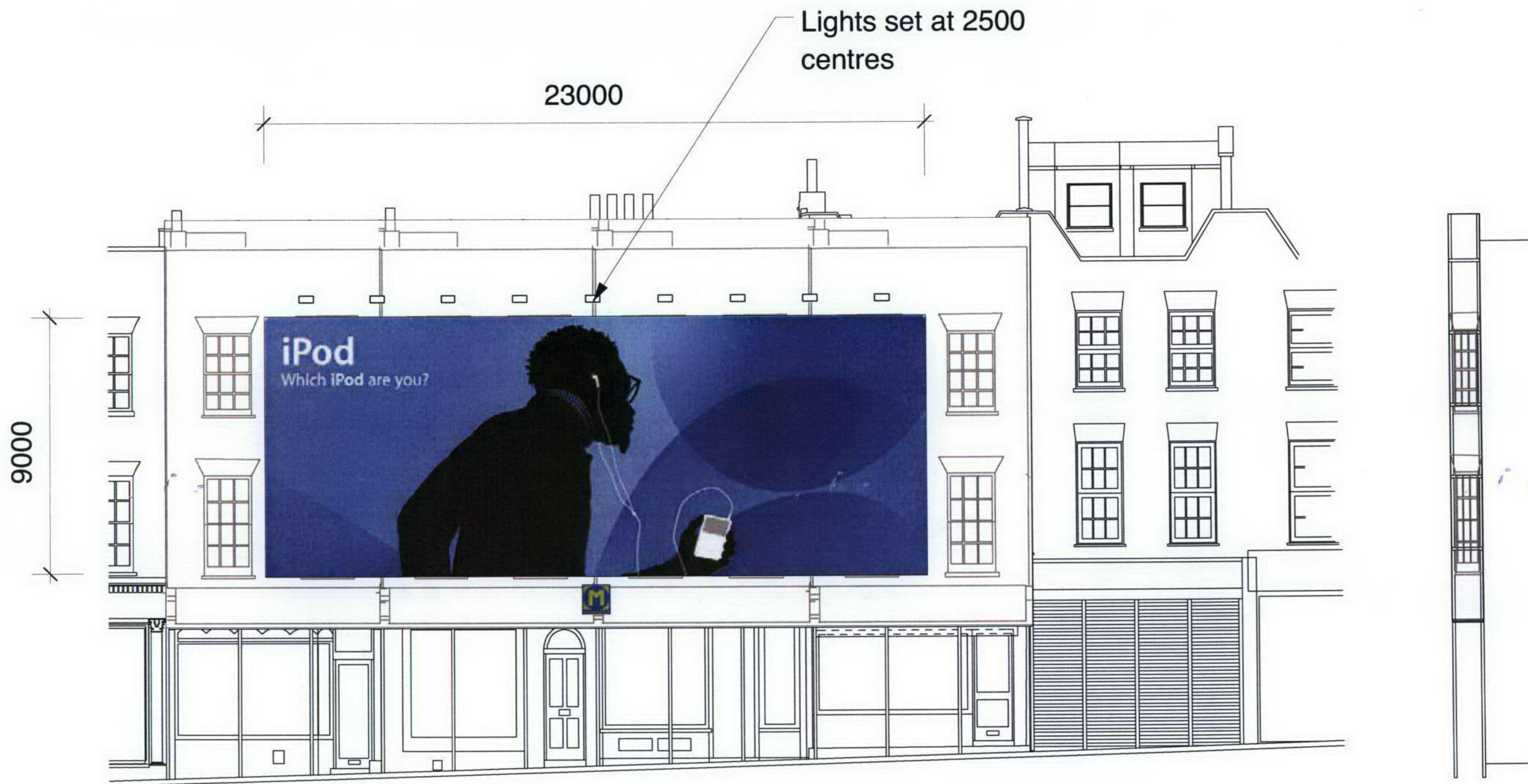
O₂





Ordnance Survey

© Crown Copyright 2007. All rights reserved. Licence number 100020449. Plotted Scale - 1:1250

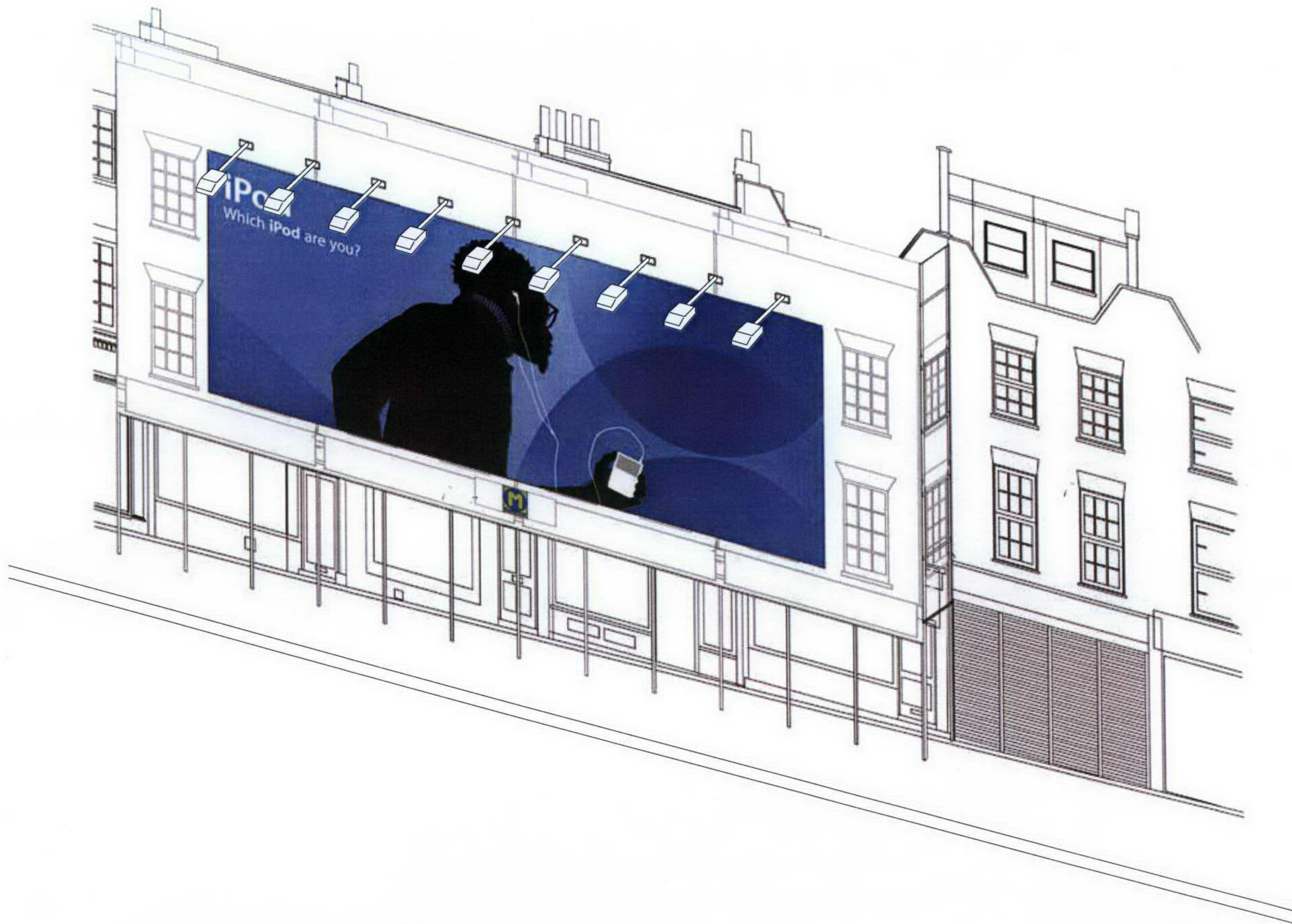


Front Elevation

Side Elevation

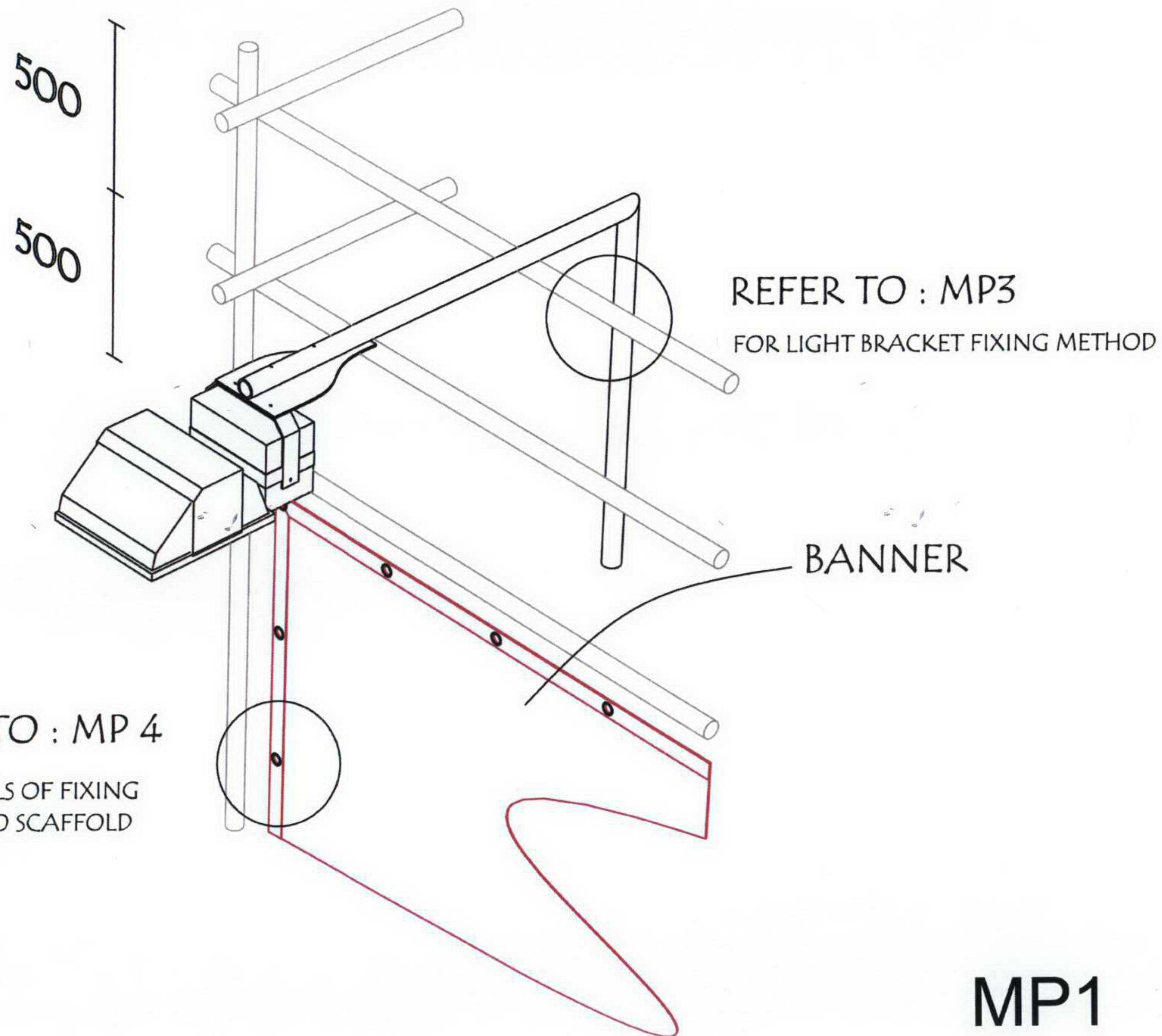
89-95 Parkway, Camden, London NW1 7PP

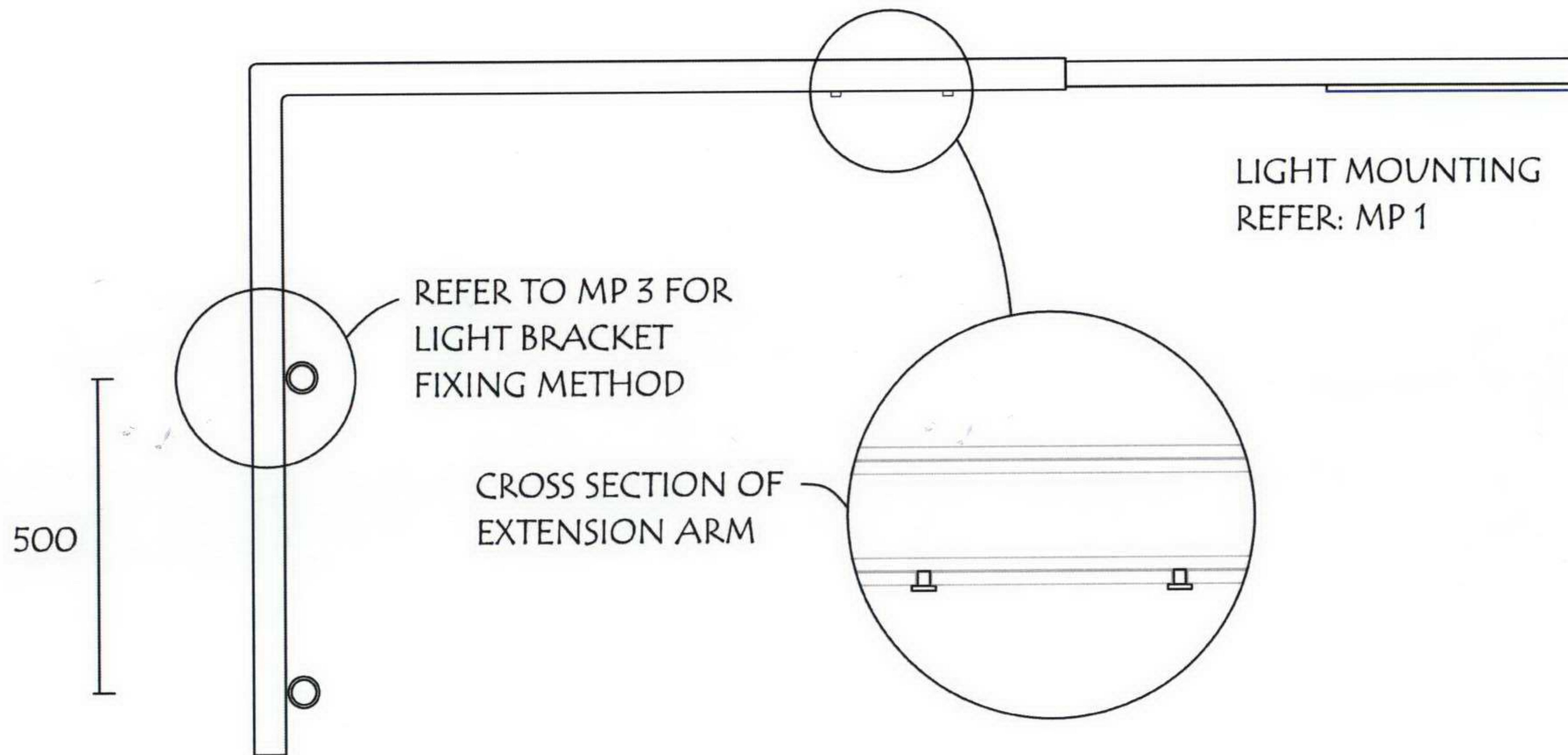
Scale 1:200



89-95 Parkway, Camden, London NW1 7PP

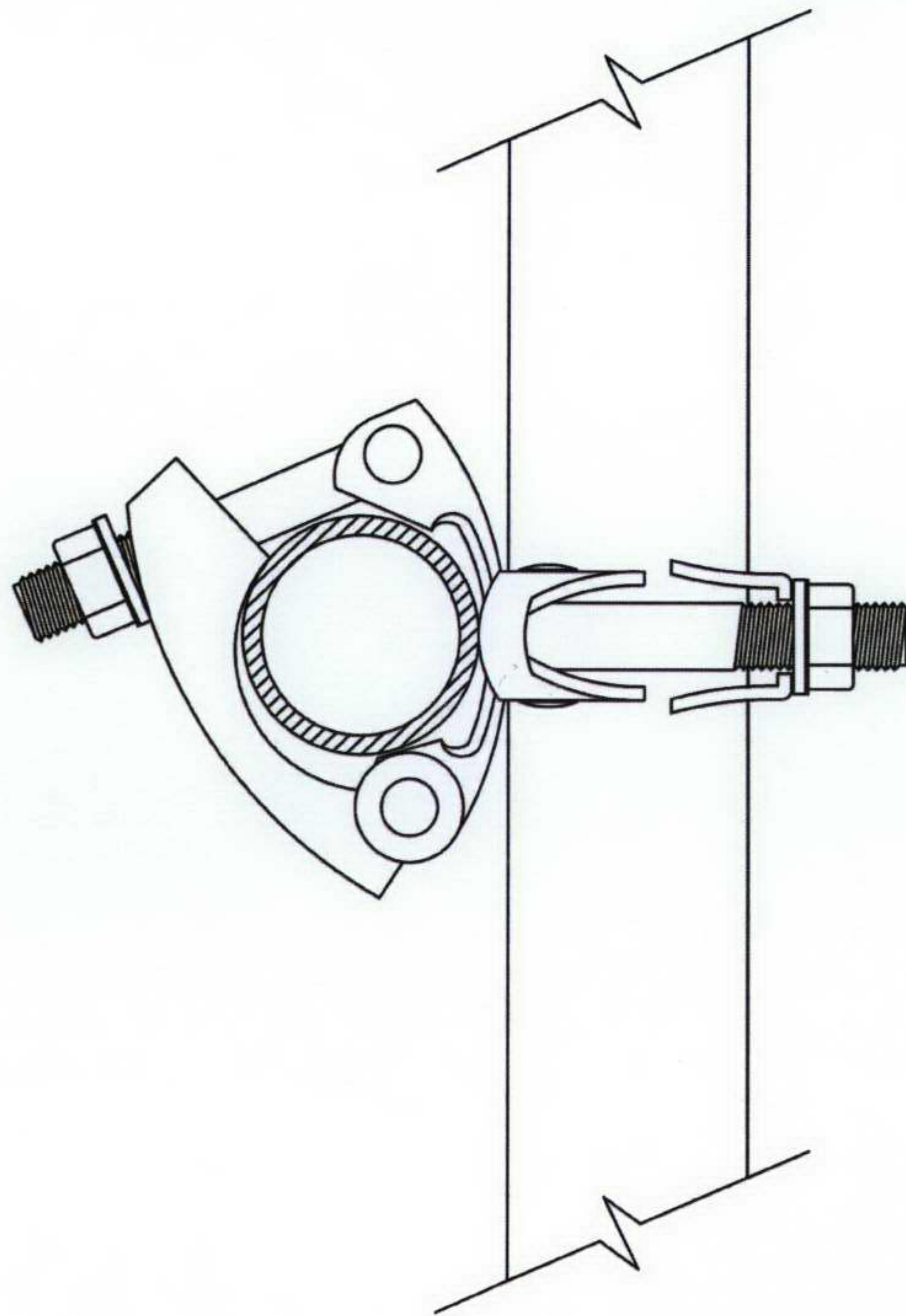
Visual
NOT TO SCALE





MP2





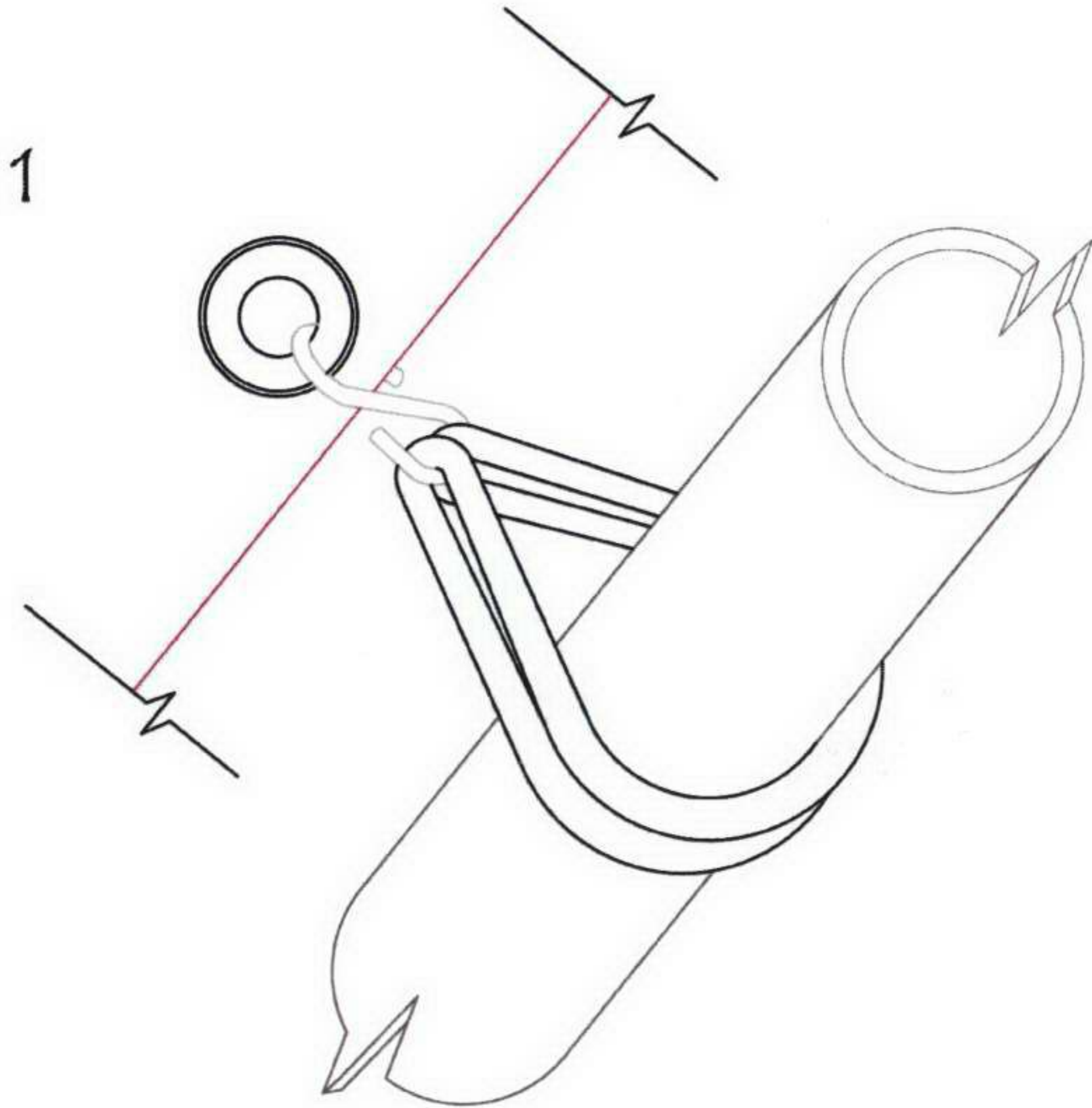
DRAWING SHOWING :
LIGHT BRACKET
FIXING METHOD.

MP3

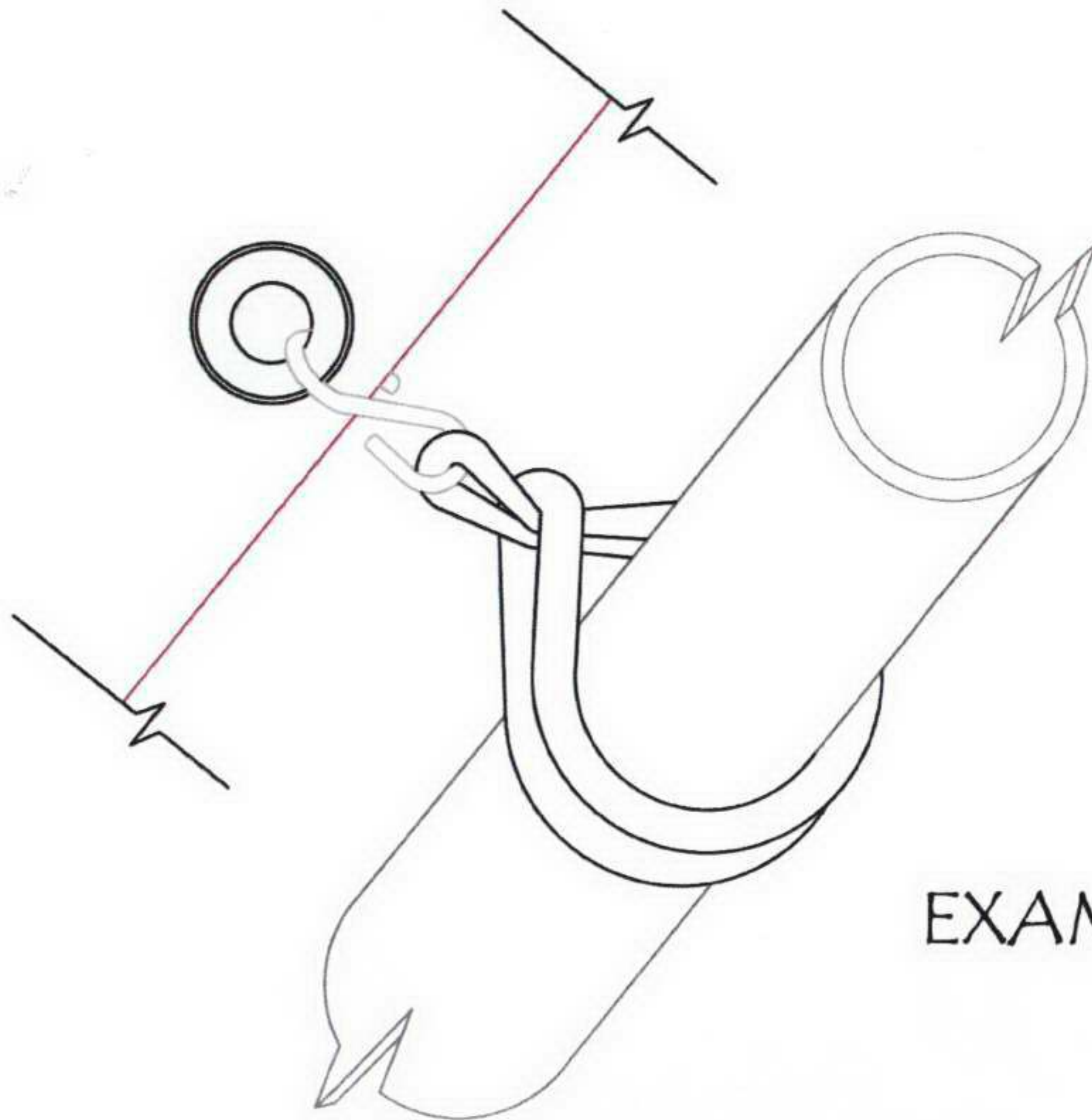


DETAILS OF FIXING BANNER TO SCAFFOLD

EXAMPLE 1

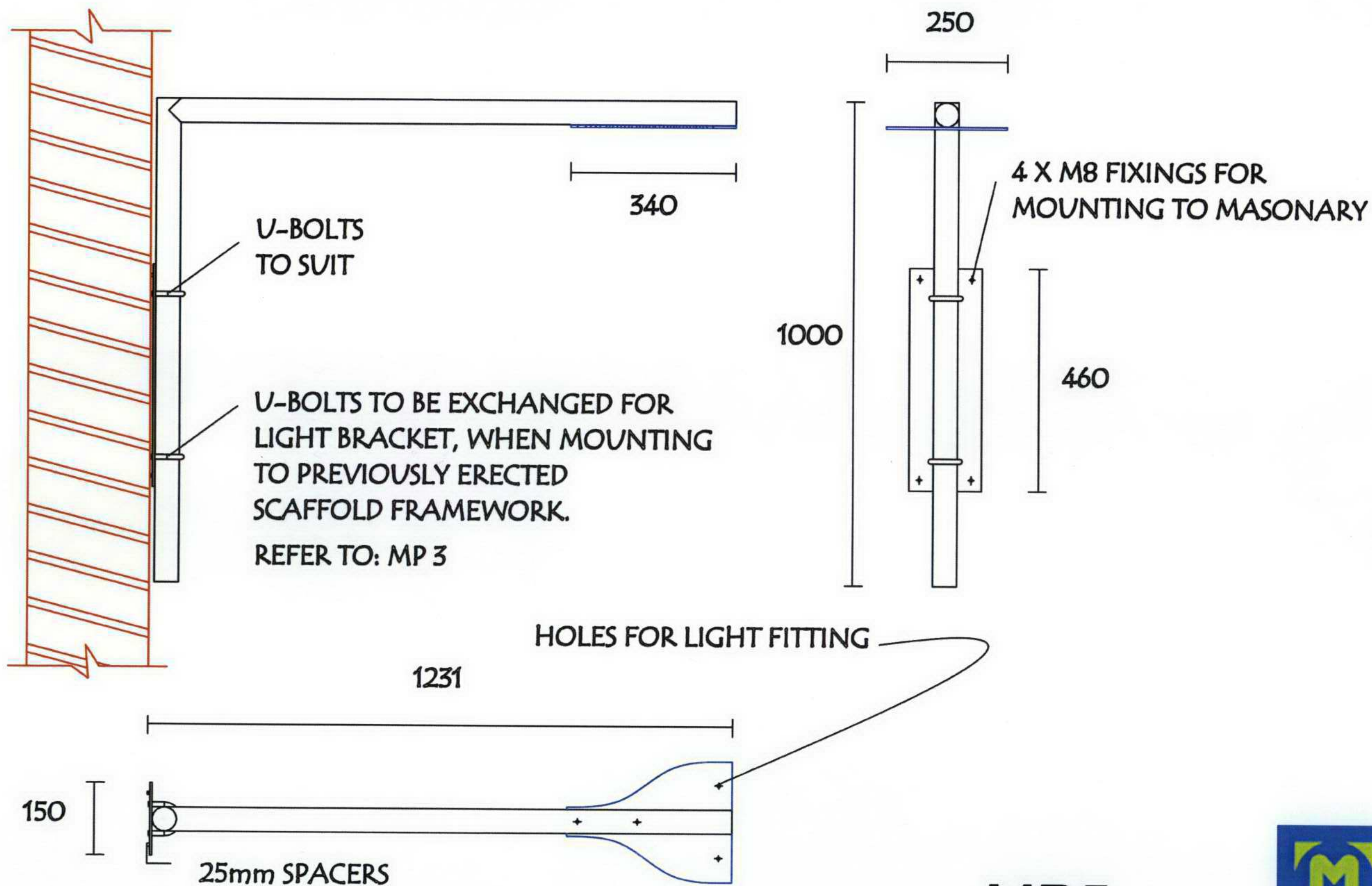


EXAMPLE 2



MP4





MP5



