

blowUP Media UK Ltd

1) The Proposal

The attached application is for **temporary consent** to display two advertisements on an illustrated micromesh PVC scaffold safety screen during the period in which the redevelopment with façade retention of 9-10 Southampton Place, 121-125 High Holborn and 3-9 and 11-13 Southampton Row is being carried out. The advertisements will be located on the High Holborn and Southampton Row elevations and will be set against a 1:1 coloured image of the building which will extend onto the whole of the Southampton Row elevation where no advertisement is proposed.

The developers of the property are Hanover Cube of 8 Hanover Street, Westminster, London W1S 1YE.

The temporary period of the development works is estimated to be 18 months from the commencement of the redevelopment which is scheduled to be 01 April 2007. However, if the works are completed sooner then the advertisement will, of course, be removed in order to enable the new development to be occupied. 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 areas of the proposed advertisements are 10 metres by 12 metres on the Southampton Row elevation and 10 metres by 20 metres on the High Holborn elevation (as indicated on the attached elevation drawing and montage marked **JCL1** and **JCL2**). Please note that the advertisement depicted is illustrative only and does not necessarily represent the actual advertisements to be displayed.

The design will most likely be changed on a regular basis dependent on advertiser requirements. However, all copy will feature **minimal typography together with simple graphic elements**.

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

The Applicants will be using specially designed lighting equipment that minimizes the downward spread of light near to, or above the horizontal. The modern well-controlled projector type luminaries which will be used can be aimed very precisely, and give an excellent cut-off beyond the lit area so reducing spill light and glare.

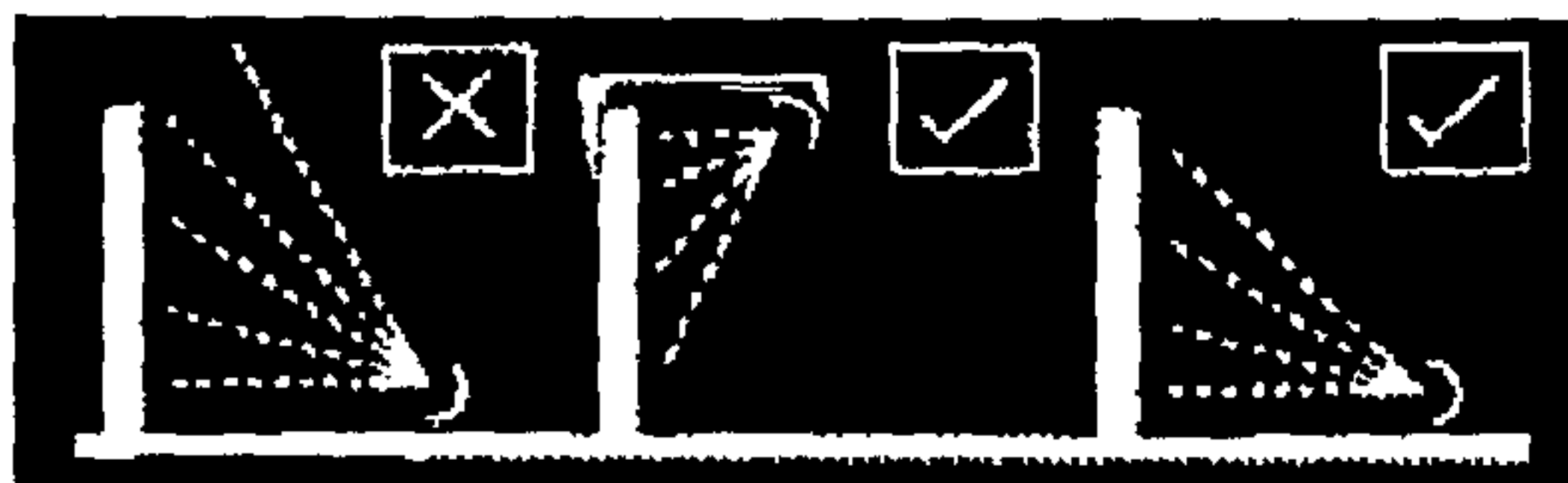


Diagram 1

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 A4 size drawings numbered **MP1-MP5** inclusive which accompany these submissions

2) The Site

The new development is to be in entirely commercial use (retail and offices) and the site lies within a predominantly commercial area. It is already well known to your Authority having been the subject of a major planning application resulting in the granting of planning permission for the redevelopment on 05 August 2005. Your Application Reference was 2205/1082/P and your Case Officer was Tania Skelli-Yaoz. 2 images of the existing building are bound in with these submissions marked **JCL3** and **JCL4**.

The total area of the scaffolding currently being erected will be about 1,976 sq metres on the 3 elevations facing the highway and the 2 advertisements will have an area of 320 sq metres. They will therefore only cover just over 16% of the scaffolded area with the remainder being covered by the 1:1 image we have referred to. Our experience elsewhere suggests that this is a very limited coverage. Two small additional signs, giving the name of the Applicants, are proposed as shown on the High Holborn and Southampton Row elevations.