

The Developer is anxious to mitigate the effect of the alternative, without the advertisements, of unsightly scaffolding and debris netting and the proposed screen will make an important contribution towards achieving this. It is to be of a loose weave vinyl material, a sample of which is attached at the back of the top copy of these submissions.

An illustrated screen brings with it clear amenity benefits during the period of the redevelopment works. This is supported by research, commissioned by the Applicants, which indicated 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.

Equally importantly the use of advertisements and 1:1 images, as proposed, has been repeatedly endorsed by Inspectors appointed by the Secretary of State. Indeed the writer of these submissions has recently participated at 7 hearings where similar proposals were being considered and in every case the appeals were allowed. One of these was at 15-23 Parkway within Camden. It is fair to say, therefore, that allowing advertisements in these circumstances has now become the norm, after some initial skepticism, and they should only be refused when there are genuinely compelling and exceptional reasons for doing so.

Whilst providing an attractive enclosure to the scaffold the proposed screen will not interfere with the building 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 but these are never decisive.

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

As we have said the merits of large format banner advertising are becoming increasingly accepted throughout the United Kingdom and have been accepted for many years 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.

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 from any direction the advertisements will be clearly visible from some considerable distance along straight lengths of road. They will not appear as a 'sudden feature', nor will they 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 users in the vicinity.

Traffic in the area is controlled by traffic lights and is generally slow moving. In any event it is subject to the normal urban speed limit of 30 mph. The advertisements themselves will fall close to the central cone of driver's vision and will not distract from the road ahead.

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 application site is situated within a busy commercial area where advertising is not uncommon and where it will not appear out of keeping with the surrounding environment.

The design and scale of the proposed illustrated screen will be in keeping with the nature and scale of the development and will serve to enliven the facades of the building during the period of the redevelopment work.

Some Local Authorities, such as Birmingham, have SPG or SPDs which stipulate what percentage of an area of scaffolding can reasonably be used for advertising. In the Birmingham case this is taken to be 40%. The proposed coverage in this case at 16% is therefore well within what is normally considered to be acceptable and the 1:1 background image is an added benefit.

The site does lie within a Conservation Area but the fact that this should not preclude advertisements as proposed has been frequently endorsed on appeal. Indeed some say that covering debris netting as proposed is particularly appropriate within Conservation Areas. The building is not Listed.

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.

4) BlowUP Media UK Ltd – Company Background

BlowUP Media currently market between 60 – 80 giant banner sites nationally on temporary locations created by the development and refurbishment of large commercial and residential buildings.

BlowUP, as the name suggests, is a company that deals in large illuminated outdoor advertising sites. Their 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) 8,000 sqm.

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.

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

6) Case Histories

Images of 4 examples of screens erected in the United Kingdom by Megaposter are bound into these submissions. Their locations, in the order in which appear are:-

- (i) Hammersmith Broadway, London (**JCL5**);
- (ii) 25 Oxford Street, London (**JCL6**);
- (iii) The Royal Mile, Edinburgh (within a World Heritage Site) (**JCL7**); and
- (iv) 215 Oxford Street, London (**JCL8**).

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