

Mr P. Koscienc

21 First Ave,

Acton,

London W3 7JP

19 June 2014

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

SITE AT THE OXFORD ARMS PH, 265, CAMDEN HIGH STREET, LONDON NW1 7BU

TEMPORARY SCAFFOLD SHROUD SCREEN ADVERTISEMENT; AMENDMENT TO CONSENT REF
2014/1002/A

Dear Sir/Madam,

On behalf of the Oxford Arms PH, please find enclosed an application for express advert consent for a temporary scaffold screen advertisement printed on lightweight pvc and forming a wrap to the works scaffolding during the refurbishment and building works to the exterior of the Oxford Arms Public House at Camden High Street. The proposal was put forward as an interesting alternative to traditional scaffold sheeting and netting which has no visual interest and can often look scruffy. This part of Camden High Street leading to the famous Camden market is a vibrant area and has a lively street scene (see street scene photos attached to the application) and express consent was recently granted under application 2014/1002/A on 14 April 2014.

This application seeks to amend the terms of the previous recent consent ref 2014/1002/A granted on 14 April 2014. The principal alteration seeks to amend the area set aside for public and commercial information on the Jamiestown Road frontage from that approved as 6m x 5.2m to an area approximately 6m x 8m and install a soft wash of lighting over this part of the shroud with a switch off time at 11pm when the PH closes.

The scaffolding will be in place for a period of approximately 8 months and so this is the consent period requested.

As with the approved scheme under ref 2014/1002/A, the scaffold shroud screen, printed on lightweight pvc will comprise two elements. The majority feature will be a coloured replica 1:1 image of the building façade and will be presented on both the Camden High Street and Jamiestown Road scaffold frontages. On the return frontage to Jamestown Road will be an inset area set aside for public information and commercial advertising measuring approximately 6m x 8m which will enable the project to be funded. The principal feature, a 1:1 architectural image, which will be on display around the scaffolding for the duration of any consent, cannot be provided on its own from normal funding sources and so the commercial advertising element is integral to the overall project and at the same time creates a revenue stream to assist the funding of the building works and enable these to go ahead.



The retention of the 1:1 building image can be so conditioned, as can the temporary period of any consent. In reality the area set aside for commercial and public information will only be utilised when demand dictates which on average is only 75% of the time and when not in use the area will be infilled with the 1:1 image.

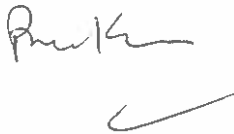
The applicant has seen two similar recent express consents which have been granted in Camden Town by your Council at 'The Camden Eye' PH, and the 'Worlds End' PH. These were both for temporary scaffold shroud screen advertisements and involved a combination of a coloured architectural 1:1 image of the building facade with an area set aside for commercial advertising. In both cases the area set aside for public and commercial information is similar to the current proposed amendment. These enabled the buildings to be refurbished from advertising revenue when normal funding was inadequate.

A full Design and Access Statement is attached which explains the proposal.

The completed advert application forms are submitted along with illustrative drawings.

The application fee of £385 is enclosed.

Yours faithfully,

A handwritten signature in dark ink, appearing to be 'P. K.', followed by a large, stylized checkmark.