

## DESIGN AND ACCESS STATEMENT

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This Design and Access Statement is submitted to accompany an application for express advert consent for a temporary 'scaffold shroud' screen advertisement during exterior refurbishments and repairs at the Oxford Arms P.H, 265 Camden High Street as an alternative to the traditional scaffold sheeting and netting typically used.

The statement describes the proposal and provides an assessment to accompany the associated express consent application made in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### THE SITE

The application site is an end of a terrace, situated at the corner of Camden High Street and Jamestown Road.

This is a 3-storey building used as a public house.

The immediate locality is dominated by the famous Camden market which gives the area a lively cosmopolitan feel and a retail and market place commercial atmosphere.

The street scene in the vicinity along Camden High Street has a primarily retail character and there are a range of signs and advertisements associated with this retail function.

The building needs significant repairs and is about to undergo a programme of repairs and refurbishment.

### RELEVANT PLANNING HISTORY

Express consent ref 2014/1002/A granted by the LPA on 14 April 2014 for a temporary scaffold shroud screen advertisement for a period of 8 months. This comprised a coloured 1:1 image of the building façade with an inset area for public information and commercial advertising on the Jamestown Road frontage.

### THE PROPOSAL

The proposal seeks to amend the previous consent ref 2014/1002/A by increasing the area set aside for public information and commercial advertising on the Jamestown Road from that approved (6m x 5.2m) to 6m x 8m. The approved area is not quite at the minimum level to make the overall scheme viable.

The other alteration is the addition of some external lights (switch off time 11pm when the PH closes) to give a soft wash of light over the information area (the 1:1 building image will remain unlit).

Both elements are key enabling aspects to enable the project to go ahead.

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 Jamiestown 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.

'Scaffold shroud screen advertisements' were first introduced in the 1990's in European capital cities to help raise funds for building improvements which could not be generated from normal funding sources and thus play a part in urban restoration, even in historic areas. Improvements in printing techniques coupled with professional installation have added to the acceptability of such shrouds as a temporary alternative to ugly scaffolding and polythene sheeting, and in lively commercial areas can contribute to a vibrant modern and successful city whilst building work is underway.

The proposal is an alternative to standard scaffold sheeting and netting which can often look scruffy and unkempt, to add some visual interest and screening during the period of the scaffolding.

The period of consent applied for is an 8 month temporary period.

The proposed shroud screen will be manufactured from digitally imprinted 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 a building and scaffold safety screen.

Recent similar displays have been granted consent in Camden Town around the Camden Eye P. H (application 2013/4580/A) and the Worlds End P.H. for 8 month periods during scaffolding and refurbishments works both comprising coloured architectural 1:1 images of the building facades with similar elements of commercial advertising.

## **ASSESSMENT**

It is not considered that the proposal raises any significant amenity issues over and above those considered acceptable previously when consent was granted on a similar scheme under ref 2014/1002/A on 14 April 2014.

The slightly enlarged advertising area for public and commercial information from that recently granted is comparable to two other recent schemes permitted in this part of Camden (the Camden Eye PH and the Worlds End PH) and is at a minimum to make the project viable. Highlighting the area by a soft wash of lighting from external overhead lights is within a lit area and will be switched off at 11pm when the PH closes.

During the building works period the amenity of this site and appearance would be temporarily lowered by normal scaffolding and sheeting which can often look scruffy whereas a proposal of this kind (already accepted by the council by virtue of consent 2014/1002/A) will be well maintained and will provide short term colour and interest into a lively street scene but equally create longer term and permanent amenity benefits by facilitating improvements to the building.