

SUPPORTING STATEMENT APPLICATION FOR ADVERTISEMENT CONSENT RENEWAL (REF: 2013/5984/A) AT THE WORLD'S END PUB, 174 CAMDEN HIGH STREET, NW1 0NE

1 DESCRIPTION OF APPLICATION

1.1 Display of micromesh PVC screens/shrouds incorporating two external static illuminated advertisement panels attached to the façade fronting Camden High Street and Bayham Street for a period of 10 months. This application seeks renewal of the consent ref 2013/5984/A granted in November 2013 in order to complete the works that the building urgently requires. The scaffold/shroud as currently in situ will remain with more added over the coming weeks to facilitate the works. Further scaffolding, including the elevations on Camden High Street, Camden Road, Bayham Street and Greenland Road, will incorporate a replica of the facade of the building. As the proposed works involve the entire block, the vast majority of the scaffold area will be covered by 1:1 building imagery replicating the façade.

1.2 The dimensions of the proposed advertisement panels are:

- 1x height 7.12 metres, width 6.76 meters x depth 1.25 metres (Camden High Street)
- 1x height 6 metres, width 10 meters x depth 1.25 metres (Bayham Street)

The luminance level is proposed to not exceed 400cdm. The maximum projection is 1.25 metres. The shrouds are to be positioned from the first floor of the building.

1.3 The applicant, King Media Limited, is one of the UK's leading exponents of large scale illustrated screens and scaffold safety screens. The Company has carried out a number of similar screening projects in London and other cities across the UK and is a pioneer in the innovative use of new display techniques for screening construction sites and buildings.

1.4 The shroud will be in situ displaying the advertisement panels during the period of refurbishment works to the entire block (please see details below) and thereafter will be removed.

2 GENERAL CONSIDERATIONS

2.1 Within the wider planning framework, there are some controls specific to shroud advertisements. Shroud/banner advertising falls under the definition of an advert requiring express planning consent from the local planning authority. In making their decision, the two issues the local planning authority can consider are:

2.1.1 The impact on amenity (visual, aural of the immediate neighborhood);

2.1.2 Impact on public safety.

NPPF policy aims to achieve the sustainable development and positive improvement to the built environment. Paragraph 67 states "only advertisements which clearly have an appreciable impact on a building or their surroundings should be subject to local planning authority's detailed assessment".

2.2 Paragraph 154 of Circular 03/2007 specifically relates to shroud and large advertisements and states, "that buildings which are being renovated or are undergoing major structural work and which have netting around them may be potential temporary sites for shroud advertisements or large wrap advertisements covering the face or most of the face of the building. In all cases express consent will be required for these

advertisements that can remain in place until the netting is removed. These advertisements should be considered on a site specific basis taking account of amenity and public safety issues”.

2.3 Local planning authorities can formulate their own specific policies indicating what detailed considerations they take account of. These policies and/or guidance statements should not be the only deciding factor and each case should be considered on a site-specific basis. Camden Council's own policies and guidance (Camden's Guidance 1 (Design)) is acceptance on a temporary basis of shroud/banner advertisements where used to shield construction works to a building. At paragraph 8.21 of the Guidance works to screen buildings includes works under construction Alteration or refurbishment (Document 7).

2.4 The entire planning policy context needs to consider the temporary nature of the application sought which is for the further period of time necessary for completion of the refurbishment works.

3 SITE LOCATION/DESCRIPTION

3.1 The host building comprises the upper parts of the entire block, which contains the World's End Pub. The proposed banners are to be placed on the façades of the Camden High Street and Bayham Street Elevation. The building is within the central high street area of Camden Town, located adjacent to Camden High Street, Bayham Road, Camden Road and Greenland Road. The general character of the area is commercial being a prominent shopping, nightlife and tourist location.

4 DETAILS OF THE PROPOSAL

4.1 The Applicant is working closely with Glendola Leisure Limited, who urgently need to refurbish, carry out maintenance and prevent the building from falling into a further state of disrepair. As explained regarding 2013/5984/A these works have been commenced, this application is sought as additional time is required to finish the works. Glendola Leisure have an agreement with King Media Limited to sell advertising on the shroud in order to cover, in part, the cost of the works required to refurbish the building. These works are detailed in the works schedule and plan attached.

4.2 Owing to a series of unfortunate occurrences, and as the need for more extensive works emerged, the schedule has suffered considerable delays and setbacks. The extreme weather at the end of 2013 and start of 2014 hampered initial progress. Matters worsened when the principle contractor went into liquidation (see attached letters). Since March the works have been ongoing with the additional scaffolds being erected over the coming weeks. The required refurbishment and maintenance works to the building are expensive and essential to prevent further dilapidation. The works to the building are necessary and will bring about much needed improvement to this site and the surrounding area. The Applicant works closely with land owners/landlords to achieve these aims; please see the schedule, condition report and programme of works detailing the plans for improving the block. There are specific, much needed works required to various aspects of the block including- but not limited to- the roof, masonry, doors, windows, timberwork and pointing. Glendola Leisure Limited have confirmed to the Applicant that it is their intention that income derived from the display of the advertisements will be put towards the costs of the works required to the building. It is not unusual for revenue derived from advertising to contribute to works to the host building. This application is a solution that enables landowners in a difficult current economic climate to carry out works of refurbishment and maintenance to their buildings. Maintaining this building in Camden

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is of importance to the vibrancy and economy of the area.

4.3 Along with the refurbishment works, the facade of the building will be cleaned during the project prior to removal of the shroud/scaffold. This will undoubtedly create an improved presence of the building in the street scene.

4.4 The scaffold safety screen is, in any event, a health and safety requirement while the works are carried out to the building. The screening prevents debris falling and also protects the façade of the building while works are being undertaken. The safety screen has many applications in addition to those mentioned; not least weather protection, which allows the works to continue during adverse conditions. Further, given the proximity to the streets (on all sides) a screen is highly advisable.

4.5 It is proposed to illuminate the screen by use of lighting units positioned at 3 meter and intermediate centers above the advertisement display. The luminaries are specifically designed projector types, which can aim very precisely. They are designed and positioned to focus at the advert inset panel and not over the surrounding areas. This reduces any potential for light spill/glare and sky glow. The style and orientation of the luminaries comply with the Institution of Lighting Engineers Guidance Notes for the reduction of intrusive light. The illumination will not be intermittent and it will not exceed 400cd/m². Details of the lighting arrangements have been provided with the application documents.

4.6 The colour and content of the advertisement display panel will vary during the period, however it will consist of simple graphics and limited typography, complying with the standards and regulations laid down in the Code of Advertisers Practice by the Advertising Standards Authority.

4.7 The safety screen/shroud would be of a high quality, constructed from micromesh PVC and would be maintained to a very high standard, containing a replica façade of the building underneath. This form of PVC mesh allows for both light and air circulation within the building being shrouded. Glendola Leisure Ltd has informed the applicant they are satisfied the shroud meets their operational requirements for the use of the building. The materials are capable of being recycled. The appearance and maintenance of the shroud/screen to this high standard is of significant benefit. If the Applicant is not involved in this project and Glendola Leisure Ltd could actually fund the needed refurbishment works to go ahead, then the shroud constructed would no doubt be of a typical builders plastic sheeting style. This type of screening normally becomes ragged and tatty fairly quickly and is not usually that well maintained. This will fail to maintain and improve the visual amenity of the area.

5 RELEVANT SITE SPECIFIC ISSUES AND CONSIDERATIONS

5.1 This application needs to be fully considered in the context of its temporary nature where permission is sought only for the renewal period of 10 months facilitating the completion of works to the block. The following section deals with the impact of amenity and safety of the proposal along with other relevant considerations.

5.2 Public Safety

5.2.1 The general criteria used when assessing any public safety issues where advertisements are concerned is set out in Appendix B to the Annex of Circular 03/2007. The proposal has been assessed

against those tests. The type and location of the proposed advertisement display will not create a hazard or danger for the following reason:

5.2.1.1 The type of advertising display proposed does not require a close study nor would it obstruct or confuse any road users in terms of their use of the road, statutory road signs or traffic control.

5.2.1.2 The proposed display is not unusual. It is static and will have a good range of visibility, providing appropriate sight lines, thus the display will not appear as a sudden feature or present itself as a road hazard.

5.2.1.3 The simple typography and graphic elements normal to this type of advertisement display media are specifically designed to be readily assimilated, understood by road and pedestrian users in the vicinity.

5.2.1.4 Implications to road users will be negligible. The site is within an area where traffic access and speeds are controlled.

5.2.2 Having carefully considered the level and method of illumination and positioning of the shroud banner advertisement, the applicant is satisfied that there is no impact on public safety or highway safety. Both the national and local Camden Council policies encourage improvements to the built environment and are permissive of this type of proposal.

5.2.3 The site is in an extremely busy and vibrant commercial location where a variety of different forms of illuminated signage are commonplace.

5.2.4 The shroud adds a temporary addition to the landscape of the area and will enliven the vista and provide a point of interest to the frontage whilst works take place to the building. In terms of street scene the positioning and replica façade imaging with advert inset of the size proposed will give those passing and familiar with the area the sense of the existing road layout.

5.2.5 There is a significant and longer-term public benefit to be derived from approving the proposed as the building will be refurbished. This will enhance its overall use, supporting the economy of the Camden High Street area. The external appearance of the building will be improved and contribute positively to the street scene.

6 CONCLUSION

6.1 The Council's own policies on scaffold/shroud advertisements are that they are acceptable where associated with works and for a temporary period. In this case, the location of the advertisement on the shroud, the scale, illumination and context are appropriate to the building and it is acceptable in highway safety terms.

6.2 It is felt that this application proposal meets the criteria of both the local and national policy considerations. In such a busy industrial location, the proposal would provide an aesthetically acceptable, temporary addition to the street scene. The context and appearance of the host building will remain very

clear for all to see.

6.3 The display for a temporary period of a well maintained shroud advertisement is far superior to the type of netting or plastic that would be used by an ordinary building contractor. High quality well maintained screening to what would otherwise be a bland and untidy introduction to the street scene of the screen, without replica imaging and advertisement, benefits the visual amenity of the location during the temporary period of the building works. Camden Council, like other authorities, is keen to secure improvements to the buildings and the public realm within their area. This is why temporary shrouds and advertisements are recognized to have a place in city locations. The council will be aware that a similar proposal has previously been granted at this site, resulting in the restoration of part of the façade and essential maintenance works to the roof. Further a similar proposal for a temporary scaffold banner was allowed at appeal directly opposite this site at 187 Camden High Street, the appeal Ref: APP/X5210/H/08/2091485. It should be noted that in this case the two banners took up half of the overall shroud area, the proposed displays in this instance would make up a much smaller percentage of the overall shroud itself. In the formal decision letter the appointed inspector, Mr Emm states at paragraph 6:

"This is a vibrant bustling commercial area and to my mind the proposed scheme would form a acceptable temporary addition to the townscape. Given the need for a safety shroud, I believe the proposed sign would be an improvement on the otherwise alternative utilitarian vista, bringing colour and interest to the townscape while refurbishment work is being undertaken. For the duration of the refurbishment the sign would preserve the character of the area as a whole."

In light of this appeal decision the council then granted consent for another temporary scaffold shroud nearby at 11-13 Camden High Street, Ref: 2010/1299/A. More recently the council has granted a similar consent nearby, Ref: 2014/1002/A

6.4 Working with the Applicant to provide a temporary advertisement shroud for a further 10 months will generate much needed revenue for Glendola Leisure Ltd, helping fund the remaining works. Weight should be given to this consideration as the necessary maintenance and refurbishment works may not be carried out without this additional revenue supporting the project.

6.5 The proposal will not detract from the appearance of the surrounding site or the host building while the works are undertaken, nor would it be detrimental to public safety.

6.6 The Applicant considers the application will be a positive contribution to the character of this commercial, high street location for the temporary period sought. Importantly it provides for the longer-term refurbishment, maintenance and necessary maintenance works to the building.

6.7 The Applicant is very happy to discuss the details and/or provide any further information requested by the Council for their consideration of the application. It is hoped that the Council will consider this application favorably and grant the permission sought.