

## **Bohn Associates Limited**

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Planning Department  
London Borough Camden  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8ND

13 November 2014

Dear Sir/ Madam,

**Application for Advertisement Consent for Banner Advertisements at  
178 – 182 Camden High St London NW1 8QP (adjacent to Camden Town  
Underground Station)**

Please find attached the completed application form, together with relevant supporting documents & fee in respect of an application for advertisement consent at the above location.

- 001 - Cover
- 002 - Contents
- 003 - Location Plan
- 004 - Site Plan
- 005 - Proposed West Elevation
- 006 - Existing West Elevation
- 007 - Banner Specifications 1
- 008 - Banner Specifications 2
- 009 - Proposed View, from Camden High Street, northbound
- 010 - Proposed View, from Camden High Street, southbound
- 011 - Existing View, from Camden High Street, northbound
- 012 - Existing View, from Camden High Street, southbound
- 013 - Lighting Details
- 014 - Banner Fixing Details
- 015 - Key Clamp System
- 016 - Camden Town Temporary Banners
- 017 - Camden Market Banners
- 018 - Camden Lock Railway Bridge
- 019 - Camden High Street West Side Looking North
- 020 - Camden High Street East Side Looking North

## **Description of Application**

This application is made for express consent to display advertisements at the Application Site for a period of 5 years, which may be truncated due to the planned redevelopment of Camden Town Underground Station.

The proposal involves the installation of 3 PVC banners, one to the north elevation measuring 12 x 6 metres (landscape), a second to the south elevation measuring 8.4 x 12 metres (portrait) & third to the west elevation measuring 18.8 x 16 metres (landscape), affixed to the exterior of the London Underground owned electricity substation at 178 – 182 Camden High Street adjacent to the exit from Camden Town Underground Station.

It is proposed that the banner on the north elevation display a message on behalf of Camden Council (possibly) thanking people for their visit to Camden Town & looking forward to welcoming them back in the future. Visitors to the area make an important contribution to the Camden economy.

The proposed banner on the south elevation will be a colourful map of the area between Camden Town Underground to the end of the Stables market, highlighting to visitors the scope of Camden Town & the market area. This could prove particularly useful for businesses like the Stables as many visitors may not venture further north than the Camden Lock railway bridge.

We would encourage & welcome the Council's input in the creative treatment adopted for both north & south elevations, which should integrate with Camden's visitor marketing programme.

The west elevation overlooking Camden High Street will display a commercial banner.

The banners will be printed on solid vinyl material & stretched on a double pole frame fixed directly into the external brickwork of the electricity substation. The double pole frame provides for a much cleaner finish, enhancing presentation to the viewer.

We propose only the west elevation be illuminated, from above using LED strip/ spotlighting to supply an even spread of light across the image in a power efficient manner.

The site is primarily visible to pedestrians & single line traffic travelling north along Camden High Street.

## **Application Site**

Camden High Street is unique in London being known for its eclectic cosmopolitan mix of properties decked out in vibrant colours, many displaying sculptural features fixed to buildings above ground floor level. These features range from a giant scorpion, massive sneakers, a 2 floor long airplane, splayed deck of cards & 'Dark Angel', to mention some of the bigger ones. Photographs illustrating this unique personality are supplied in the supporting information.

Perhaps for this reason the area is hugely popular with a growing number of visitors from all around the globe who plan a visit to Camden Town & markets as part of their stay in London & contributing to the Camden economy.

The area has an active late nightlife including the Electric Ballroom at 184 Camden High Street next door to the Application Site (to the north).

The area is unashamedly commercial, with virtually every type of outdoor advertising format showcased in the streetscape, from digital to lamppost banners, building wraps to conventional posters (there is a 48 sheet poster immediately next door to the Application Site).

The Application site is 178 – 182 Camden High Street, a 1930's electricity substation owned & operated by London Underground.

At street level the site contains 3 retail units selling fast food & souvenirs.

The Application Site has featured in design reports about the area, having been highlighted in the Camden Town Townscape Appraisal as

#### *'A Negative Building'*

There are ongoing plans to redevelop Camden Town Underground Station, but it is unlikely there would be any approved development within the next 3 years.

This application, by covering the building with attractive & colourful images would disguise a *'Negative Building'* presenting it in a manner consistent with the vibrancy & character of the properties along Camden High Street. Visitors from the UK & particularly those from overseas would be familiar with building wraps as part of the cityscape. In many Continental European cities banner advertising has been allowed on buildings of international significance (eg Brandenburg Gate in Berlin & St Mark's Square in Venice).

### **Planning Considerations**

#### **Amenity**

The Application Site is designated as a *'Negative Building'* in the Camden Town Conservation Area Appraisal Management Plan (04/10/2007).

The application, by covering the building with attractive & colourful images would disguise a *'Negative Building'* & present it in a manner consistent with the vibrancy & character of buildings along Camden High Street.

There have been several temporary building wrap consents granted in the immediate vicinity of the Application Site since 2012, at the Oxford Arms Public House 265 Camden High Street (2014/1002/A), Worlds End Public House 174 Camden High Street (2013/5984/A), Camden Eye Public House 2 Kentish Town Road (2013/4580/A), 187 Camden High Street (2012/0367/A).

The applications have been granted on a temporary basis & required provision of a 1:1 representation of the host building behind, acting as a frame

around the commercial area, thereby satisfying clauses DP 24 & DP 25 in the LB Camden Local Development Framework.

This Application is different in that we are seeking to disguise a property categorised as a '*Negative Building*', thereby delivering an amenity benefit.

We assume that no 1:1 image is required, which have featured in other consents granted due to the building designation.

We are requesting consent for a full 5 year period, or until the redevelopment of Camden Town Underground Station, whichever is sooner, so that this building ceases to be a blight on the cityscape through to when works start.

We are providing a further amenity benefit specific to Camden with the provision of a Camden Town & markets map on the building's south elevation & message from the Council to visitors on the north elevation.

### **Public Safety**

As no public safety issues were raised in decisions for previous applications in this area, this hasn't been addressed as a factor in this application.

Building wrap advertisements of the type proposed are familiar elements of cityscapes & with their scale being easily assimilated by the viewer (the majority being pedestrians in his case) should not be considered to be a hazard to Public Safety.

### **Summary**

The current application demonstrates benefits to amenity by disguising a '*bulky brick built electricity substation*' highlighted as a '*Negative Building*' in the Camden Town Conservation Area Appraisal Management Plan (04/10/2007) & creating a visually interesting feature in context with the eclectic, vibrant commercial character of Camden Town & the markets.

In the same report under Enhancement Initiatives it states that '*The Council will encourage initiatives which will enhance the Camden Town Conservation Area...*' & we hope LB Camden will view our scheme in this way, particularly considering the Council message to visitors & map proposed for the north & south elevations respectively.

We trust the LB Camden will consider this application on its merits & look forward to discussing our proposal with the Case Officer appointed.

Yours faithfully

**Ian Bohn**  
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