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Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

**Re: Advertisement consent for the display of a banner
at The Crown & Anchor, 22 Neal Street, London WC2H 9PS
PP-03923741**

Dear Sir or Madam,

I write on behalf of my client, King Media Limited, to request advertisement consent for the display of an advertisement banner on a scaffold shroud fronting onto Neal Street at the Crown & Anchor public house, 22 Neal Street, London WC2H 9PS for a temporary period of 10 months.

Cleaning and restoration works are scheduled at the Crown and Anchor, which will require the erection of scaffolding and a protective shroud to minimise dust and disturbance. The shroud will incorporate a replica of the building façade at a scale of 1:1. The period of the proposed display of the advertisement will coincide with the duration of the scheduled works to ensure that the scaffolding and works are adequately screened.

I am attaching the following documents with this letter:

- Schedule of drawings
 - Site Location Plan
 - Block Plan
 - Existing Neal Street Elevation
 - Existing Shelton Street Elevation
 - Existing View from Shelton Street
 - Proposed Neal Street Elevation
 - Proposed Shelton Street Elevation
 - Proposed View from Shelton Street
 - Banner Specifications
- Project Plan
- Restoration Quotation
- Lighting Specifications

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

The scaffolded Neal Street elevation measures 144.28 sqm. As the site falls within a conversation area, the 10% rule applies. We are proposing an advert that measures 14.4 sqm (4.8m by 3m) which should be considered proportionate and policy compliant. All banner specifications are set out in the schedule of drawings (drawing number PY2231-009).

The NPPF sets out a presumption in favour of sustainable development and promotes the positive improvement of the built environment; it encourages local planning authorities to work with applicants to foster a positive approach to planning.

Paragraph 131 of the NPPF concerns conservation and states that in determining planning applications LPAs should take account of the *“desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation”*.

Importantly, paragraph 132 of the NPPF requires that where LPAs consider the impact of a proposed development on the significance of a designated heritage asset, *“great weight should be given to the asset’s conservation”*.

Paragraph 140 goes on to state that LPAs should assess *“whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies”*.

Paragraph 154 of Circular 03/2007 specifically relates to shroud and banner advertisements and states that *“buildings which are being renovated or 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.*

The revenue generated from the proposed advertisement will help subsidize the restoration works and will help ensure the continued maintenance of this important corner building at the edge of a conservation area.

We maintain that the proposed advertisement is fully policy compliant; it represents only 10% of the scaffolded elevation, and will be quite appropriate in the context of the vitality and vibrancy of Covent Garden. The display will be limited to 10 months, and will enable the restoration of an important heritage asset, screening the work that is required. Should the LPA take a different view as to policy compliance, we would paragraph 140 of the NPPF which requires authorities to weigh up the benefits that the proposal will deliver.

We respectfully request, therefore, that consent be granted for the proposed advertisement but should you have any further queries, please do not hesitate to contact me at your convenience.

Kind regards

David Armstrong