

SUPPORTING STATEMENT

This statement is submitted to accompany an application for advertisement consent for a temporary illustrated scaffold shroud screening during the redevelopment of 150 Holborn.

The Site

The owner has commenced major works to the building in accordance with planning permission 2011/4198/P, which is attached for your convenience. This consent was

Advertisement Consent was Granted by London Borough of Camden on 24th September 2013 for a period 24 month period from 1st September 2013 until 1st September 2015. This consent was not implemented until mid-November 2013 and then there was a 5 month period when advertising was not displayed. The applicant has therefore not had the benefit of the permitted period and is seeking a temporary extension.

The Proposal

The proposal is the installation of a scaffold shroud screen to the Holborn and Grays Inn Road frontages incorporating a 1:1 colour image of the new building façade, with some limited commercial advertising inset within the Holborn frontage. The Grays Inn Road frontage will show the 1:1 image without any commercial advertising.

This will screen the scaffold and add visual interest by replicating the final look of the building whilst the works are being carried out. It is an alternative to standard plastic sheeting and netting that can so often look scruffy and untidy.

A very small percentage of the surface area of the scaffold will be used for commercial advertising but it is the revenue generated from this activity that will fund the production, installation and maintenance of the building image itself.

In making this application we have referred to the adopted Camden Planning Guidance (CPG1 Design) to determine the form and extent of the Advertising. Page 74, section 8.22 of that document refers to size restrictions. The proposed display will only cover 20% of the Holborn elevation, in accordance with those guidelines.

The building is not in a Conservation Area.

Period of consent.

Advertisement consent was granted on 24th September 2013 reference 2013/2086/A for a 24 month period. Due to the delay of commencement of the works and temporary period of removal of the advertisement the applicant is seeking an extension for a further period of 10 months from 1st September 2015 to 30th June 2016.

Amenity Issues.

The same amenity issues apply at the time of the original consent and there have been no material changes in the surrounding area. Any positive contribution, (however small) the building normally makes to the street scene will be negated whilst the building operations are taking place as the building will be completely hidden from public view.

Wrapping the whole scaffold with a colourful printed image of the proposed façade can add dynamic colour and visual interest during building operations when compared to the often scruffy and uninviting traditional netting and sheeting required for health and safety reasons.

The consent is sought for a period determined by the length of works undertaken. It is the intention of the owner to open the building to tenants as soon as possible; therefore the impact of the scaffolding and works will be reduced to a minimum.

The application accords with the Council's guidance and as such should be granted consent.

We trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. However, should you have any queries in relation to any of the attached information, please do not hesitate to contact myself at the above office.

Yours sincerely

Sam Dayeh