



Camden Town Hall Annex, Euston Road, Camden, WC1H 8NJ

Application for Temporary Consent of Advertisement

1. Introduction

This application seeks **temporary** consent to display one illuminated banner at the Former Camden Town Hall Annex, Euston Road, Camden, London, WC1H 8NJ. The consent is sought for the temporary period of **12 months** from the 1st January 2016, whilst the previously approved re-development works to the building are undertaken. The proposed illuminated banner will be displayed on a fully working engineered **temporary** scaffold. The scaffold installation is essential for the proposed redevelopment to take place.

The proposed commercial advert space is **45m long by 20m high** and located on the scaffold on the North facing elevation of the building. (Please see attached drawings and photo overlay).

The commercial advert space will be replaced by a “1-1” replication of the building image situated on the mesh material, when a commercial banner is not in situation as indicated upon the attached drawings.

A previous application was granted consent to display advertising banners upon this site under reference number **2011/5760/A**. At this time a banner advert of a size of **30m x 52m** (landscape) was granted. This application requests consent for a banner of smaller dimensions.

Figure 1

[Photo of site]





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2. Site and Surrounding Area

The Town Hall Annexe is located in Argyle Street on the south side of the Euston Road opposite St Pancras International and King's Cross stations.

Built in 1974 by Camden Council Architects as an extension to the Town Hall, it was designed in the Brutalist Style, which was relatively common in the 1970s. Until recently it has been used as offices for Camden Council and a library.

The building has now been sold and has been granted planning consent that will allow the site to be sensitively refurbished into a high-quality hotel, which is proposed to be operated by Standard International for their first hotel outside of the US.

The plans include revitalising the area around the building, with a focus on improving the streetscape and creating new public realm

The Proposed Banners

As previously mentioned the proposed commercial banner size is 45m x20m and located upon a scaffold on the North facing elevation of the building.

The design of the adverts will most likely change on a regular basis dependent on advertiser's requirements, but the dimensions will remain the same. As well, all copy will feature minimal typography together with simple graphic elements. There will be no moving components or flashing lights.

All displays will meet the standards set by the Advertising Standards Authority (<http://www.asa.org.uk/asa/>) and will not contain any salacious, or offensive material.

Attention must be paid to the previous planning consent granted under reference **-2011/5760/A- for a similar banner advert in the same position on this very same building**. The views that were held to be relevant at that time upon both the Public Safety and Visual Amenity aspects of the application must also be considered as appropriate now.

3. Statutory Context

Paragraph 5 of the Communities and Local Government (CLG) Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, requires that Local Planning Authorities shall exercise their powers to control advertisements "only in the interest of amenity and public safety, taking account of any material factors..." Planning Policy Guidance: Outdoor Advertisement Control (PPG19) provides general guidance to local planning authorities and others on the statutory provisions of advertisement control." PPG19 further emphasises that local planning authorities may only exercise control of outdoor advertising in the interests of amenity and public safety.



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Public Safety

Banners at the Camden Town Hall Annex will and do not appear as a sudden feature to road-users. The banners are static canvas; they do not incorporate flashing lights or moving parts. It will not require close study, nor will it confuse or obstruct views of road signs or traffic control signals for road-users.

No adverse opinion has been held about Public Safety in previous decisions made by the Local Planning Authority with regard to installing commercial banner adverts upon this building.

The method of illumination is aimed only on the banners themselves and will not cause any glare or distraction to passing motorists. For further information please refer to the *Lighting Section* of this report.

The materials and method of installation of the banners used by Infinity Outdoor exceed all health and safety requirements. Therefore, there is no risk of the screens becoming detached from the building, thereby endangering pedestrians or motorists.

Amenity

Large poster hoardings are recognised to often form part of the fabric of commercial areas. It is also held that “all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly”.

When considering the amenities issue of a banner advert, “account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area, or screening an eyesore.” We believe that the proposed banners certainly visually improve the area for the period of the refurbishment works. The design and scale of the advertisements are considered to be in keeping with the nature of the neighbouring buildings, as well as, character of the busy commercial area.

Our proposed dressing of the building with a commercial display or a 1-1 image will clearly improve the look of the site and the unsightly scaffold that will be visible at an important Gateway to The City.

Furthermore previous consents to display commercial adverts upon this building have been granted without creating any adverse safety or amenity issues.

5. Method of Illumination

Infinity Outdoor uses specifically designed lighting equipment that greatly reduces the outward spread of light beyond the banner itself, therefore reducing spill light and glare. The maximum luminance for this banner will not exceed 600cd/m sq. The area around the site is well illuminated and it is considered that the level of illumination proposed will add little to the ambient levels of light in the immediate and wider surroundings.

Further information about the lamps and bulbs we use can be found attached to this report, as well as, information regarding the system used to attach the lights to the scaffolding.



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Only the proposed commercial advertising area of the scaffold will be illuminated, and our lamps are the most economical and environmentally friendly available. In addition the illumination will be programmed to come on at dusk and extinguish themselves at midnight, and shielded to prevent light spill / light pollution.

6. Methods of Installation and Material

The proposed screen will be manufactured from digitally imprinted hi-tech micromesh PVC material. The material is rip and tear proof and has been tested and approved for large-scale display applications. The material has also been specially designed and manufactured for use as building screens and scaffold safety screens. Installation is by means of an engineered designed and approved method, which is firmly fixed to the building with primary and secondary safety measures incorporated. As stated earlier, the method of installation, together with the safety features, meets or exceeds all the relevant health and safety standards.

Fully trained and experienced installation technicians will carry out all of our works.

7. Conclusions

Until the redevelopment of this building is completed, the temporary banner and the screening of the site will certainly constitute an advantage to the visual amenities. It will add colour and interest to the street scene, and provide information to visitors and passers-by.

The temporary consent for commercial adverts now requested is “on all fours” to the one previously granted by Camden Planning Authority under reference number 2011/5760/A, and we would respectfully request that this current application should be approved in a similar fashion.

When considering its individual merits and the particular circumstances of this site, the proposal is not harmful to amenity or public safety in this commercial location. Furthermore, the proposal is in keeping with the Councils policies set out in their UDP and The Town and Country Planning (Control of Advertisements) Regulations.