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Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

**Re: Temporary Extension of Existing Advertisement consent for the display of a banner at The Crown & Anchor, 22 Neal Street, London WC2H 9PS
PP-04668663**

Dear Sir or Madam,

I write on behalf of my client, King Media Limited, to request an extension of an existing advertisement consent (215/0283/A) for the display of an advertisement banner on a scaffold shroud fronting onto Neal Street at the Crown & Anchor, 22 Neal Street, London WC2H 9PS, for a further period of 6 months.

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
 - Proposed Neal Street Elevation
 - Proposed Shelton Street Elevation
 - Banner Specifications
- Engineering report (TZG)
- Programme of works (Seabrook Architects)
- Photographic schedule of works to-date
- Lighting specifications

The applicant is one of the UK's leading exponents of illustrated shrouds 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.

Background

Permission was previously granted (215/0283/A) in February 2015 for a period of 10 months. Cleaning and restoration works have already taken place at the site, including the following:

- Full repairs to all sash windows with replacement where necessary
- Masonry/brickwork cleaning
- Chimney repairs and cleaning
- Repair and remedial work
- Decoration of external facades and detailing
- Repairs to leaking roof
- Installation of full 'ServClean' bar system, back bar redesign, strip and re-polish of bar top, and new altro flooring behind the bar
- Full cellar refit and replacement of all beer and mineral lines

Much work has been completed on site (see accompanying photographic schedule of works to-date), however certain works remain outstanding. During the process of undertaking these works it became apparent that the building is at risk from more serious structural defects. On the advice of the retained restoration company, Triton Building Restoration Limited, a structural engineer's report was commissioned to investigate the structural integrity of the building (see the accompanying engineering report of structural defects prepared by engineering consultants, TZG Partnership). The engineer's report has identified numerous structural defects including the following:

- Cracking in the masonry
- Evidence of overloading the masonry mullions
- Coping to the parapet has moved due to thermal expansion
- Movement has been severe enough to displace bricks at ends of the parapet.
- Lifting of the coping due to thermal expansion causing gaps, allowing water ingress.

In addition to addressing these issues the report concluded that further intrusive investigations would be necessary to establish whether there has been any corrosion of the steel beams, as indicated by the cracking in the masonry which extends down the spandrel panels. Restoration specialists Triton have been appointed to carry out the necessary building works to address the findings of the TZG report.

Scaffolding is already in place and benefits from a shroud that incorporates a replica of the building façade at a scale of 1:1. This shroud currently does a very good job softening the visual impact of the scaffolding on the street scene. The period of the proposed extended display of the advertisement will coincide with the duration of the scheduled works to ensure that the scaffolding and works are adequately screened.

Proposed Development

The size, location and position of the proposed advertisement panel is identical to that which was previously approved. The scaffold is to be rigged off the building, as existing, with limited down pipes and fastenings. The scaffold shroud will continue to aesthetically screen the building works from public view and shield workers from the elements helping works to be carried out in adverse

weather conditions. The shroud also serves a vital role in preventing dust and debris from causing a nuisance and potentially danger on the public highway and is essential for reasons of Health & Safety.

The scaffold shroud is a high quality micromesh PVC and will continue to be maintained to a high standard. This mesh material allows for both light and air circulation within the building being shrouded, and is recyclable. The shroud depicts a 1:1 replica of the building facade, and is far superior in quality and design to the typical builder's plastic sheeting that would otherwise be used if advertisement consent was not being sought. Such alternative generic sheeting has the potential to become ragged and unsafe and is not usually as well maintained as those shrouds bearing advertisements. This aspect should be considered a positive impact on visual amenity.

The advertisement panel will be set within the scaffold shroud, as existing. It will consist of simple graphics and limited typography, and comply with the standards and regulations laid down in the Code of Advertisers Practice by the Advertising Standards Authority.

The advertisement will be of a high quality and together with the 1:1 shroud imagery, will continue to improve the appearance of the scaffolding, softening the temporary impact that necessary scaffolding may have. Any negative impact on the setting of the conservation will be minimal and temporary, and indeed on balance in the long run the effect of the proposal on amenity will be positive.

The revenue generated from the proposed advertisement will help subsidize the works and will help ensure the continued maintenance and preservation of this important corner building.

Planning Policy Context

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”*.

The new Planning Practice Guidance (Paragraph 18b-005) specifically relates to shroud and banner advertisements and states that *“buildings which are being renovated or undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large ‘wrap’ advertisements covering the face, or part of the face, of the building.”*

Conclusion

We maintain that the proposed advertisement is fully policy compliant and will be quite appropriate in the context of the vitality and vibrancy of Covent Garden. The advert is the same size and configuration as was previously permitted. The display will be limited to 6 months, and will enable the preservation of an important corner building, facilitating necessary structural works.

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 *BA MRUP MRTPI*