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Planning Services  
Camden Town Hall  
Argyle Street  
London WC1H 8EQ

**Re: Advertisement consent for the display of 1 no. advertisement banner within a scaffold shroud at The World's End, 174 Camden High Street, London NW1 0NE  
PP-04788753**

Dear Sir or Madam,

I write on behalf of my client, King Media Limited, to request advertisement consent for the temporary display of an advertisement within a scaffold shroud, for a period of 3 months, at The World's End, 174 Camden High Street, London NW1 0NE.

Works are scheduled at the application site, which will require the erection of scaffolding and a protective shroud to minimise dust and debris from causing a nuisance or potentially a danger on the public walkway. It is proposed that the shroud will be illustrated with a representation of the existing building facade (at a scale of 1:1) to help soften the temporary visual impact of the scaffolding on the street scene while works are taking place. If granted, advertisement consent will help fund the works effectively sponsoring the maintenance of this building. The proposed advertisement will be set within the illustrated shroud on the Camden High Street elevation.

The period of the proposed display of the advertisements will coincide with the duration of the scheduled works to the exterior of the building to ensure that the scaffolding and works are adequately screened. I am attaching the following documents with this letter:

- Schedule of drawings
  - Location Plan - PY2577/001
  - Site Plan - PY2577/002
  - Existing West Elevation - PY2577/003
  - Existing South Elevation - PY2577/004
  - Proposed West Elevation - PY2577/005
  - Proposed South Elevation - PY2577/006
  - Specifications Sheet - PY2577/007
- Specification of Works (Pembroke Design)
- Heritage Statement (Prepared by MVHC Ltd)
- Lighting Specifications
- Glendola Letter of Support

The applicant is one of the UK's leading exponents of illustrated shrouds and scaffold safety screens and have extensive experience in facilitating the sponsored restoration and maintenance of important heritage assets. The company has carried out a number of similar screening projects in London and other cities across the country and is a pioneer of the innovative use of new display techniques for screening construction sites and buildings.

### **Background**

A substantial programme of maintenance and decoration works are due to take place at The World's End public house, including both internal and external works. For a full breakdown and description of planned works please refer to the submitted 'Specification of Works' document prepared by Pembroke Design (who have been commissioned to undertake these works on behalf of the property owner, Glendola Leisure Ltd).

Although the application site has previously had permission for advertisement displays, a previous application for advertisement consent (applic ref: 2014/3345/A) was rightly refused, seeking advertisement panels that greatly exceeded the 10% coverage rule set out in the local planning policy guidance with respect to advertisements in conservation areas. This new proposal has been careful to fully respect the guidance laid out in Camden's Planning Guidance on Design.

### **Site Location**

The application site is a prominent corner building at the junction of Kentish Town Road, Camden High Street, Camden Road, Greenland Road and Parkway. The site falls within both Camden Town Centre and the Camden Town Conservation Area.

The wider area is commercial in character and is a busy shopping centre with popular tourist and nightlife attractions. The street scene and the immediate vicinity is characterised by shops and commercial activities, and the main roads adjacent to the site are heavily trafficked.

### **Proposed Development**

The proposal comprises a 17.5 sqm advertisement panel (3.5m wide x 5m high) on the west elevation (fronting onto Camden High Street).

As mentioned above the application site falls within a conservation area, the '10% rule' in Camden's Planning Guidance on Design therefore applies. The proposed advertisement should be considered proportionate and compliant with Camden's Planning Guidance, as it covers less than 10% of the elevations.

Furthermore, the advert has been carefully positioned on the scaffold shroud so as to fit neatly within the building features depicted on the 1:1 illustration. All banner specifications are set out in the schedule of drawings (Specifications Sheet - drawing number PY2577-007).

A scaffold is to be erected at the application site to enable external works to be carried out to the building. The scaffold is to be rigged off the building with limited down pipes and fastenings. A scaffold shroud will depict a 1:1 representation of the building facade and aesthetically screen the works from public view; it will also 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 illustrated shroud 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 (for both the public and workmen) 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. 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 improve the appearance of the scaffolding, softening the temporary impact that necessary scaffolding may have. Any negative impact on the setting of the conservation area will be minimal and temporary, and indeed on balance in the long run the effect of the proposal on amenity will be positive.

The proposed advert is not proposed to be illuminated.

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

#### **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**

In conclusion therefore, I submit that the proposal will enable continued investment in this important commercial building within the Camden Town Conservation Area, shielding unsightly building works. The advertisement will be of a high quality and together with the 1:1 shroud imagery, will greatly improve the appearance of the scaffolding, softening the temporary impact that necessary scaffolding may have on the conservation area. Any negative impact on the setting of the conservation area will be minimal and temporary, and indeed on balance in the long run the effect of the proposal on amenity will be positive. Details of the the works are set out in the submitted 'Specification of Works' document prepared by Pembroke Design.

I have set out above how this proposal should be considered policy compliant. However, should the LPA take a different view I would refer to paragraph 140 of the NPPF which requires authorities, where they consider proposals to depart from policy, to weigh up the benefits that the proposal will deliver.

In light of the above, I respectfully request that consent be granted for the temporary display of the proposed advertisement but should you have any further queries, or require any further information, please do not hesitate to contact me at your convenience.

Kind regards

A solid black rectangular box used to redact the signature of David Armstrong.

David Armstrong *BA MRUP MRTPI*