

SPONSORED RESTORATIONS

PLANNING STATEMENT FOR AN APPLICATION FOR TEMPORARY ADVERTISEMENT CONSENT FOR 7 MONTHS IN ASSOCIATION TO THE BUILDING RENOVATION PROGRAMME AT 4-6 CHARLOTTE STREET, LONDON

1. DEVELOPMENT DESCRIPTION

- 1.1. This is an application for advertisement consent for the display of one non-illuminated temporary panel set into a scaffold shroud fronting Charlotte Street for a temporary period of 7 months to fund the refurbishment of 4-6 Charlotte Street, including the erection of a roof extension in association with the conversion of the upper floors – pursuant to the approved application 2016/1759/P.
- 1.2. **Renovation of 4-6 Charlotte Street:** The proposed advertisement will provide the revenue to ensure the highest quality of work is carried out at the property – materials to the windows to match (timber sash), walls to match existing (London reclaimed stock brick), roof (Welsh Slate Tiles), chimney (render finish with colour as existing grey), dormer windows (lead) and front elevation to match (repainted colour off white) are considered to be high quality; besides the roof extension and conversion of upper floors. Furthermore it will ensure that this is done in as conscientious a manner as possible; by using 1:1 imagery of the host building so as to maintain the architectural features of the building in view throughout the works, and also availing of new nanotechnology to utilise the shroud to purify the air in the area by coating the micromesh PVC with titanium dioxide. The 10% commercial area of a single elevation will finance much of the works that are carried out at the property, the 1:1 visual representation of the building printed on the scaffold wrap, and the pollutant absorbing solution with which the entire shroud will be coated.
- 1.3. **The dimensions of the proposed advertisement panels are:**
 - 2.562m (height) x 5.1m (width) x 1.0 metres (depth)
- 1.4. **Shroud construction:** The advertisement panel comprises micromesh PVC screens/shrouds incorporating 1 x external static non-illuminated advertisement banner attached to the façade.
- 1.5. The maximum projection is 1.75 metres. The shrouds are to be positioned from the first floor of the building.
- 1.6. **Scaffold shroud incorporating 1:1 building imagery:** It is proposed that the scaffold be rigged off the building with limited down pipes and tied to the structure at the upper levels. The shroud not covered by the advertisement panel will incorporate a replica of the facade of the building, covering. As the proposed works involve the entire building at different points, throughout the works all of the elevations will be covered with scaffold.
- 1.7. **Creating sustainable funding platforms for restoration:** The applicant, Sponsored Restorations

Limited, specialises in the provision and funding of large scale illustrated mesh netting for the safety screening of scaffolding during building or restoration works.

2. PLANNING POLICY CONSIDERATIONS

- 2.1. **The NPPF (National Planning Policy Framework 2012)** sets out a presumption in favour of sustainable development and promotes the positive improvement to the built environment. It encourages local planning authorities to work with applicants to foster a positive approach to development.
- 2.2. **Paragraph 67 states** “*only advertisements which clearly have an appreciable impact on a building or their surroundings should be subject to local planning authority’s detailed assessment*”. Importantly this overarching governmental guidance makes it clear that such adverts should be subject to control “*only in the interests of amenity and public safety*”.
- 2.3. **Paragraph 154 of Circular 03/2007** specifically relates to shroud and large advertisements and states, “*that buildings which are being renovated or are 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*”.
- 2.4. **Camden Planning Guidance:** Local planning authorities can formulate their own specific policies indicating what detailed considerations they take account of. These policies and guidance statements should not be the only deciding factor and each case should be considered on a site-specific basis. Camden Council’s own policies and guidance contained within the ‘Camden Planning Guidance CPG1’ states that shroud advertisements ‘can help to shield unsightly constructions works.’[para. 8.20] In this instance the prominence of the property in question within the Charlotte Street Conservation Area would make the use of 1:1 preferable to the building being obscured by conventional scaffolding wraps, such as monoflex. Paragraph 8.21 of the CPG1 states ‘these types of advertisement proposals will only be considered acceptable primarily in commercial areas’; the location of 4-6 Charlotte Street is in the heart of the vibrant Charlotte Street and is very much in a commercial area. The application is for 10% of a single elevation, as per CPG1 para. 8.22 ‘Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented.’ The application is for a building that holds an important position in the Charlotte Street Conservation Area and as such this application is in accordance with CPG1 para. 8.23 which states that ‘banner advertisements on buildings will only be permitted where: they relate to landmark or unique buildings, such as

festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.’

- 2.5. ***Temporary during redevelopment:*** The entire planning policy context needs to consider the temporary nature of the application sought, which is for the period of time necessary for renovation works to the building to take place.
- 2.6. ***Reducing the negative impact of building works:*** The impact of the proposed advertisement on the street scene needs to be properly assessed by weighing up any perceived negative impact on the amenity against the positive long-term impact of cleaning and renovating the property to the highest standard, of screening scaffolding and building works in the least disruptive manner available [by having 90% of shroud 1:1], and furthermore availing of the shroud for benefiting the immediate environment by coating it in a pollutant absorbent solution. Such works are an unavoidable consequence of building cleaning and renovation. The negative impact of such development and building work is only temporary and can be mitigated throughout the renovation process by progressive screening activity.
- 2.7. ***Health and safety benefits:*** The scaffold safety screen also serves a health and safety function while the works are ongoing. Screening prevents debris and dust spreading out onto the highway and also protects the façade of the building while works are being undertaken. The safety screen has many applications in addition to those mentioned; not least weather protection, which allows the works to continue during adverse conditions. And further in the new capacity as a pollutant absorbent.
- 2.8. ***Aesthetic interest on construction site:*** Advertisement consent will add visual interest to an otherwise temporary blank facade fronting out onto Charlotte Street; it will activate the frontage in this location and create revenue for the owner to help offset cleaning and renovation works.

3. DETAILS OF THE PROPOSAL

- 3.1. The Applicant – Sponsored Restorations Ltd (SRL) - has been contracted by the buildings’ owner, Pearl & Coutts, to manage the scaffolding and renovation operation at the 4-6 Charlotte Street, and to sell advertising on the shroud in order to offset some of the cost of the works required to restore the building.
- 3.2. ***Health and Safety benefits:*** The scaffold safety screen is, in any event, a health and safety requirement while the works are carried out to the building. The screening prevents debris falling and also protects the façade of the building while works are being undertaken. The safety screen has many applications in addition to those mentioned; not least weather protection, which allows the works to continue during adverse conditions. Further, given the proximity to the streets (on all sides) a screen is highly advisable.

- 3.3. ***Simple designs and limited typography:*** The advertisement display panel will consist of simple graphics and limited typography; it will comply with the standards and regulations laid down in the Code of Advertisers Practice by the Advertising Standards Authority.
- 3.4. ***Highest standards of construction, production and maintenance:*** The safety screen/shroud will be of a high quality, constructed from micromesh PVC and would be maintained to a very high standard, containing a replica façade of the building underneath. This form of PVC mesh allows for both light and air circulation within the building being shrouded. The owner has informed the applicant they are satisfied the shroud meets their operational requirements for the use of the building. The materials are capable of being recycled. The appearance and maintenance of the shroud/screen to this high standard is of significant benefit. If the Applicant were not involved in this project then the shroud would be of a typical builders plastic sheeting style. This type of screening has the potential to become ragged and tatty and is not usually as well maintained as advertisement bearing shrouds. This aspect should be considered a positive impact on visual amenity. Furthermore the use of scaffolding wraps to improve the air quality, by treating the banner with microscopic titanium dioxide, should be viewed favourably and be applied more widely in development projects across UK cities.

4. RELEVANT SITE SPECIFIC ISSUES AND CONSIDERATIONS

- 4.1. ***Temporary consent for long-term benefit:*** This application needs to be fully considered in the context of its temporary nature where permission is sought only for a period of 7 months in conjunction with the implementation of works to the buildings, the following section deals with the impact of amenity and safety of the proposal along with other relevant considerations.
- 4.2. ***Adhering to public safety policy:*** The general criteria used when assessing any public safety issues where advertisements are concerned is set out in **Appendix B to the Annex of Circular 03/2007**. The proposal has been assessed against those tests. The type and location of the proposed advertisement display will not create a hazard or danger for the following reason:
 - 4.3. The type of advertising display proposed does not require a close study nor would it obstruct or confuse any road users in terms of their use of the road, statutory road signs or traffic control.
 - 4.4. ***In keeping with similar signage in the vicinity:*** The proposed display is not unusual. It is static and will have a good range of visibility, providing appropriate sight lines, thus the display will not appear as a sudden feature or present itself as a road hazard.
 - 4.5. ***Easy to read advertisements:*** The simple typography and graphic elements normal to this type of advertisement display media are specifically designed to be readily assimilated and easily understood by road and pedestrian users in the vicinity.
 - 4.6. Implications for road users will be negligible. The site is within an area where traffic access and speeds are controlled.

- 4.7. ***Adhering to Highway safety policy:*** Having carefully considered the level and method of illumination and positioning of the shroud banner advertisement, the applicant is satisfied that there is no impact on public safety or highway safety. Accordingly, both national and local planning policies should support this form of proposal.

5. CONCLUSION

- 5.1. ***In harmony with the immediate environment:*** The site is in an extremely busy and vibrant commercial location where a variety of different forms of illuminated signage are commonplace.
- 5.2. ***Adds to the public amenity:*** The shroud adds a temporary addition to the landscape of the area and will enliven the vista and provide a point of interest to the frontage whilst works take place to the building. In terms of street scene the positioning and replica façade imaging with advert inset of the size proposed will give those passing and familiar with the area the sense of the existing road layout.
- 5.3. ***Supports the developers financial risk thus increasing the incentive to improve the building and therefore the surrounding area:*** There is a significant and longer-term public benefit to be derived from approving the proposed as the building will be developed. This will enhance its overall use, supporting the economy of the area. The external appearance of the building will be improved and contribute positively to the street scene, after the scaffolding has been removed.
- 5.4. In this case, the location of the advertisement on the shroud, the scale, and context are appropriate to the building in terms of scale and positioning.
- 5.5. ***In keeping with public policy guidelines:*** It is felt that this application proposal meets the criteria of both the local and national policy considerations. In such a busy commercial location, the proposal would provide an aesthetically acceptable, temporary addition to the street scene. The context and appearance of the host building will remain very clear for all to see.
- 5.6. ***Temporary Advertisement financed shrouds ensure a higher quality (& higher cost) material will be used to screen the scaffolding thus enhancing its visual and safety values:*** The display for a temporary period of a well maintained shroud advertisement is far superior to the type of netting or plastic that would be used by an ordinary building contractor. High quality well maintained screening to what would otherwise be a bland and untidy introduction to the street scene, without replica imaging and advertisement, benefits the visual amenity of the location during the temporary period of the building works. Camden Council, like other authorities, is keen to secure improvements to the buildings and the public realm within their area. This is why temporary shrouds and advertisements are recognized to have a place in city locations. Consents have been granted in the Camden Town with Primrose Hill ward at 174 Camden High Street (2016/0547/A), 187 Camden High Street (2016/0472/A), 45 New Oxford Street (2016/4381/A), 187 Camden High Street (2012/0367/A), 174 Camden High Street (2013/5984/A), and at the

Oxford Arms PH 265 Camden High Street (2014/1002/A). There are numerous other historic examples of Advertising consent that establish precedent in the vicinity.

- 5.7. The proposal will not detract from the appearance of the surrounding site or the host building while the works are not undertaken, nor would it be detrimental to public safety. Rather, the shroud treated with the pollutant absorbent will actually remove the poisonous compounds from the atmosphere for the duration of time it is in place.
- 5.8. ***Temporary Advertising supports long-term improvement of the visual amenity:*** The Applicant considers the application will be a positive contribution to the character of this busy, urban location for the temporary period sought. Importantly it provides for the longer-term enhancement and preservation of a building in the Charlotte Street Conservation Area by facilitating it's renovation, and necessary maintenance works.
- 5.9. The Applicant is very happy to discuss the details and/or provide any further information requested by the Council for their consideration of the application. It is hoped that the Council will consider this application favourably and grant the permission sought.