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24<sup>th</sup> November 2016

**Re: Advertisement consent for the display of 1 no. advertisement banner within a scaffold shroud at 10 Parkway, Camden Town, NW1 7AA  
PP-05652266**

Dear Sir or Madam,

This is an application for advertisement consent to display one micromesh PVC scaffold screening shroud incorporating one static unilluminated advertisement on the front elevation of Nos. 10 Parkway, Camden Town, NW1 7AA for a period of 5 months while refurbishment works are carried out at the premises. The proposed shroud will cover scaffolding, the shroud will incorporate a 1:1 facsimile of the building facade. The dimensions of the proposed advertisement are: 5.5 meters (wide) x 8.25 meters (high).

The applicant, King Media Limited, is one of the UK's leading exponents of large scale illustrated shrouds and scaffold safety screens. The company has carried out a number of similar screening projects in London and other cities across the UK and is a pioneer in the innovative use of new display techniques for screening construction sites and buildings.

The Applicant is working closely with the leaseholder, London & Regional Properties Ltd, to help subsidise the necessary works through commercial sponsorship, securing investment in the property. The shroud will be in situ displaying advertisements during the period of repair works to the building and will be removed thereafter.

I am submitting the following documents with this letter of application:

- Application Form
- Location Plan and Schedule of Drawings
- Schedule of Works (prepared by leaseholder - London and Regional Properties)
- Programme of Works (prepared by London Cost Consultancy)
- Application Fee (£385)

## **Planning Policy Considerations**

Within the wider planning framework, there are some controls specific to shroud advertisements. Shroud/banner advertising falls under the definition of an advert requiring express planning consent from the local planning authority. In making their decision, the two issues the local planning authority can consider are:

- The impact on amenity
- Impact on public safety

NPPF policy aims to achieve the sustainable development and positive improvement to the built environment; it encourages local planning authorities to work with applicants to foster a positive approach to planning. 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"*.

Paragraphs 18-20 clearly define the Government's key policy objective: to encourage economic growth and build a strong competitive economy in order to create jobs and prosperity *"significant weight should be placed on the need to support economic growth through the planning system"*. Advertising plays an important role in stimulating spending and growth by promoting commercial activities, and attracting investment by improving the viability of an area.

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"*. These advertisements will require express consent.

Local planning authorities can formulate their own specific policies indicating what detailed considerations they take account of. These policies and/or 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 accepts on a temporary basis shroud/banner advertisements where used to shield unsightly construction works to a building. The temporary nature of the shroud only being required until the works are completed needs to be taken fully into account.

## **Site Location and Description**

The host building comprises Nos 4-12 Parkway; the site is located on the north side of Parkway, between the Odeon Cinema and the Royal Bank of Scotland. The site is not particularly prominent and is located 30 metres from the major junction with Camden High Street.

The site falls within the Camden Town Conservation Area and as such the Council's guidance on the 10% coverage rule applies. The site also falls within Camden Town Centre, attracting the usual mix of shopping, nightlife and tourist accommodation. The general character of the area is commercial with the mix of uses largely consisting of commercial, retail and related uses at ground level with offices above predominantly.

## **Details of the Proposal**

Planned works at the application site will require the erection of scaffolding to facilitate access and ensure safety. The proposal is to screen the scaffolding with the erection of a scaffold shroud employing a 1:1 representation of the building facade covering the full extent of the scaffolded area, and an advertisement inset (5.5m wide x 8.25m high) on the front elevation. All banner specifications are set out in the schedule of drawings.

The scaffold is to be rigged off the building with limited down pipes and fastenings where needed. The scaffold shroud will 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, debris and falling masonry from potentially causing a danger on the public highway and is essential for reasons of Health & Safety.

The scaffold shroud is a high quality micromesh PVC and would 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 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.

## **Relevant Site Specific Issues and Considerations**

This application needs to be fully considered in the context of its temporary nature where permission is sought only for a period of 5 months. The following section deals with the impact of amenity and safety of the proposal along with other relevant considerations.

### **Public Safety**

Section 7 of the Planning Practice Guidance accompanying the NPPF concerns considerations affecting public safety. Paragraph 18b-067 states that there are less likely to be road safety problems if *"the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline"*. The proposed advertisement fully meets these criteria being a normal poster panel in a commercial area and not protruding into the skyline.

Paragraph 18b-068 sets out a list of the kind of adverts that *"may cause a danger to road users"*, none of which apply to the proposed advertisement, which will not do any of the following:

- Obstruct or impair sight-lines
- Obstruct or confuse a road user's view
- Reduce the clarity or effectiveness of any traffic sign

- Be likely to distract road users because of their unusual nature (a banner advertisement is not in and of itself an unusual feature)
- Leave insufficient clearance above any part of the highway
- Include moving or apparently moving elements
- Require close study
- Resemble traffic signs
- Embody directional or other traffic elements

The proposed advert will not be illuminated, and is not unusual, it is static with a good range of visibility, thus it will not appear as sudden feature or present itself as a road hazard. This type of advertisement display is designed to be readily assimilated and understood by road users and pedestrians. The size, type and position are all appropriate in the context of the commercial area of the town centre. Having carefully considered the positioning of the shroud banner advertisement, the applicant is satisfied that there is no impact on public safety or highway safety.

### **Impact on Amenity**

The works are due to take place shortly and scaffolding is to be erected. The temporary impact of the scaffolding on both the host building and the conservation area will be greatly reduced if advertisement consent is granted as the high quality illustrated shroud associated with the display of an advertisement is of a much higher quality than the traditional builder's sheet and will be maintained to a very high standard. The 1:1 imagery of the building facade and the overall effect of the shroud would be to smarten up the appearance of the scaffolding, minimising its visual obtrusiveness.

The site is in a busy and vibrant commercial location where a variety of different forms of signage are commonplace. The shroud will add 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 through or already familiar with the area the sense of the existing road layout and the building underneath in the street context.

### **Conclusion**

The Council's own policies on scaffold/shroud advertisements are that they are acceptable where associated with works and for a temporary period. In this case, the location of the advertisement on the shroud, the scale and context are appropriate to the building and it is acceptable in highway safety terms.

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. The effect of the illustrated shroud and advertisement (being less than 10% of the scaffolded area) will ensure that the building is read first and foremost with the advert being a subservient and secondary feature.

The display for a temporary period of a well maintained illustrated shroud is far superior to the type of netting or plastic that would ordinarily be used by a building contractor, and

would benefit the visual amenity of the location during the temporary period of the building works.

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 favorably and grant consent in due course. I trust you have everything you need to consider this application favourably but please do not hesitate to contact me should you need any further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Armstrong", written over a horizontal line.

**David Armstrong BA MRUP MRTPI**