

David Armstrong
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

24th December 2016

**Re: Advertisement consent for the display of 1 no. advertisement banner within a scaffold shroud at 262-267 High Holborn, WC1V 7EE
PP-05720939**

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 No. 262 High Holborn, London, WC1V 7EE for a period of 14 months while redevelopment works are carried out at the premises.

The application site is being redeveloped under Application ref: 2016/3600/P (Internal reconfiguration, alterations to glazing and extract to front and rear elevations). This recent grant of permission builds on Application approvals: 2013/3983/P and 2014/2784/P (relocating basement floor and cycle parking). Work has already commenced at the site and scaffolding is due to be erected early in January.

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: 14.6 meters (wide) x 5.6 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 is working closely with the developer, Lazari Investments Limited, to help screen the scaffolding and part subsidise the development works through commercial sponsorship, securing investment in the property. The shroud will be in situ displaying advertisements during the period of 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
- Programme of Works (prepared by Synprop project managers)
- Application Fee (£385)

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.

The host building (application site) is located on the south side of High Holborn. The site is not particularly prominent, it is not on a corner, and the advert is proposed to be displayed in parallel with the road, as such the visual impact should be minimal.

The site falls within a Conservation Area and as such the Council's guidance on the 10% coverage rule applies. The site is a busy commercial area, attracting the usual mix of shopping, nightlife and office 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.

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 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 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,


David Armstrong BA MRUP MRTPI