

Planning Department  
London Borough of Camden

Dear Sir/ Madam,

**DESIGN, ACCESS AND HERITAGE STATEMENT**

**ADVERTISING BILLBOARDS ON LAND AT THE ROUNDHOUSE  
CHALK FARM ROAD, LONDON, NW1 8EH.**

On behalf of the Trustees of the Roundhouse please find enclosed an application for express consent and listed building consent for the following:

‘Replacement of existing lawful, illuminated 48 sheet and 96 sheet billboards with 48 sheet and 96 sheet LED illuminated billboards’

The existing advertising billboards benefit from Deemed Consent under Class 13 of the above regulations by virtue of being continually displayed for at least 10 years.

The existing and proposed 48 sheet display measures 6.59 metres wide by 3.5 metres high. The existing and proposed 96 sheet display measures 12.69 metres wide by 3.54 metres high. The existing units are internally illuminated backlit displays over the front of which vinyl posters are manually fixed and regularly changed.

In order to adapt to recent advances in industry technology the current application seeks their replacement with modern units with LED internal digital illumination.

The dimensions and orientation of the proposed displays would remain the same as the existing display. The supporting structures would remain as built, it is simply a case of replacing the units.

The displays would present a range of static images only, which would change every 10 seconds, there would be no moving images, animation or flashing lights.

The main advantage of the proposal is that the display would be operated remotely via broadband connection and there would therefore be no requirement for personnel and vehicles to attend to manually change the posters as is currently the case; thus bringing about a reduction in vehicle movements and emissions and a reduction in waste PVC from redundant posters. This is in line with the current government guidelines on emissions and sustainability.

The display would operate at an illumination level of 400cd/m2 consistent with the Institute of Lighting Professionals guidelines.

The application seeks express consent for the standard period of 5 years.

The application site is a well- established advertising location having operated for many years without complaint or incident.

In regard to public safety the display is a familiar feature in an urban environment and would not constitute a hazardous distraction to anyone exercising reasonable care.

In regard to amenity the existing display is very much part of the street scene and this proposed change of method of illumination will have very little impact.

Both the existing and proposed billboards are considered to have a negligible effect on the listed Roundhouse Theatre itself because the location of the billboards is separate from the Roundhouse Theatre. They are not attached to the building. They are free-standing on land at the very northern edge of the site. They are not viewed from the front of the site and are not seen by people as they enter or exit the Roundhouse Theatre , they are instead orientated at traffic travelling south –bound on Chalk Farm Road and as such are not read in conjunction with the Roundhouse.

Since the proposal is a straight swap it would not amount to clutter or contribute to any cumulative impact.

On balance the proposal is not a significant departure from that existing and would comfortably sit in its visual context without harming amenity or the listed Roundhouse Theatre.

In the circumstances we hope that the council will permit this application.

Yours faithfully,

Guy Goodyear  
Estate Manager  
Outdoor Plus Ltd

