

ARMSTRONG PLANNING

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

19th January 2018

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

PP-6679756

Dear Sir or Madam,

This is an application on behalf of King Media Ltd 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 temporary period of 7 months (between 15/03/18 and 09/10/18) while redevelopment works are continued 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 grant of permission builds on previous application approvals: 2013/3983/P and 2014/2784/P (relocating basement floor and cycle parking). The development is currently in progress.

An advertisement is already in place and advertisement consent was originally granted under Application ref: 2016/7108/A with permission set to expire on 15/03/18. The revised programme of works now indicates that the development is due to be completed by November 2018 and this application is seeking consent to continue to display the advertisement until 09/10/18 when the scaffolding is due to be struck.

The dimensions of the proposed advertisement are: 14.6 meters (wide) x 5.6 meters (high), as existing.

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

- Application Form
- Location Plan and Schedule of Drawings
- Revised programme of Works (prepared by Synprop project managers)
- Application Fee (£462)

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.

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 currently displayed in parallel with the road, as such the visual impact is 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.

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 faithfully,



David Armstrong **BA MRUP MRTPI**