

Application for temporary consent to shroud the restoration of 1-6 Chalk Farm Road and redevelopment at Hawley Wharf.



Sponsored Restorations Cover Letter

Town and County Planning Regulations 2007
Site at 1-6 Chalk Farm Rd, London
Temporary Decorative Scaffold Screen

Dear Sir or Madam,

This is an application for temporary consent for a scaffold shroud to cover the restoration of 1-6 Chalk Farm Road, and the development at Hawley Wharf [2012/4628/P]. The shroud will consist of a 1:1 printed image representing the host buildings, with one, non-illuminated, inset sponsorship area fronting Chalk Farm Road.

Sponsored Restorations' mission is to improve cityscapes and urban environments by helping landlords restore, renovate, and redevelop properties through temporary branded sponsorship. We have successfully sponsored the restorations of 187 Camden High Street and 4-6 Charlotte Street in the Camden Town and Charlotte Street Conservation Areas; 20 Cockspur Street in the St. James's Conservation Area in Westminster; and the regeneration of East Point in Leeds, case studies of which are in the appendix.

The consent period sought is for the period remaining for the completion of the development at Hawley Wharf, until March 2019, when the restoration of 1-6 Chalk Farm Road is completed. The shroud will be removed entirely upon completion of the works.

We hope you will respond favourably to this application for temporary consent until March 2019, or when the works have been completed, whichever is the sooner. Should you have any questions please do not hesitate to get in contact.

Yours faithfully,

Patrick Slevin



Planning Statement

Planning statement for an application for temporary consent to shroud a scaffold with a decorative screen on 1-6 Chalk Farm Road

From 23/04/18 to 31/03/19

A. Background to Sponsored Restorations

Sponsored Restorations Limited is a new company set up to facilitate restoration, refurbishment, and urban regeneration projects by availing of brands' corporate social responsibility and marketing budgets.

Our model, and company mission, is to obtain temporary sponsorship to generate funds to enable the owners of prominent buildings to carry out restoration and redevelopment work.

This method of financing restoration is in common use across Europe and in 2016 was used in London – by Sponsored Restorations Limited – to raise the capital needed to restore 187 Camden High Street, a Queen Anne Revival building constructed in the 19th century, which is located on the prominent corner of Camden High Street and Parkway in the Camden Town Conservation Area. Sponsored Restorations Limited entirely financed the restoration of 20 Cockspur Street, a grade II listed building off Trafalgar Square, in the St. James Conservation Area. The restoration programme was financed entirely through shroud sponsorship. Details of these, as well as the sponsored regeneration of East Point, in Leeds, where a derelict building was developed into 39 apartments, can be found in case studies in the appendix.



187 Camden High Street during sponsored restoration. Full working scaffold shrouded in 1:1 visual representation of host building, with 10% inset sponsorship area, in the Camden Town Conservation Area.



B. Sponsorship Proposal

Overall description – This is an application for consent to display a temporary decorative shroud to cover the scaffold fronting Chalk Farm Road during the period remaining for the restoration of 1-6 Chalk Farm Road. Inset into the 1:1 representation of the façades of the buildings at 1-6 Chalk Farm Road will be a single, unilluminated, sponsorship area comprising 10% of the elevations of 1-6 Chalk Farm Road. The period of consent sought is until the end date for the delivery programme for the Hawley Wharf development, due to be completed in March 2019. The proposal is for temporary consent for a period limited to 12 months, from 23/04/18 to 31/03/19.

Sponsorship area - The dimensions of the proposed sponsorship area are: 10.3m(length) x 4m (width) x 1.0 metres (depth) [10% of the façades of 1-6 Chalk Farm Road.]

Shroud construction – The shroud will be installed onto a professional double Kee clamp frame. All wind load calculations made by scaffold engineer in appendix.

Scaffold shroud incorporating 1:1 building imagery –Advances in print technology mean that design led solutions are available to address the problem of unsightly building works. It is proposed that the display be rigged off the scaffold on a Kee clamp frame. Utilising this method, a quality display can be tightly wrapped around the subject site to improve the amenity and outlook for the surrounding area during the works.

Environmentally innovative solutions – Sponsored Restorations Ltd will use a new nanotechnology made of a microscopic titanium dioxide solution to treat the shroud, which will remove malignant toxins from the air that comes into contact with it, while also keeping it pristine. The scaffold cover will in effect clean the air and contain dust from the site at Hawley Wharf. Product description can be found in the appendix.



C. Planning History

1-6 Chalk Farm Road has been granted temporary advertising consent 3 times, application reference numbers:

- **2009/1246/A**
- **2010/3203/A**
- **2012/4779/A**

A number of planning applications for temporary consent have been approved in Camden, the most recent are hereunder listed:

- 19-21 High Holborn, WC1R 5JA – **2017/7048/A**
- 187 Kentish Town Road, NW1 8PD – **2017/2851/A**
- 4-6 Charlotte Street, W1T 2LR – **2017/2769/A**
- 262 High Holborn, WC1V 7EY – **2016/7108/A**
- 6-12 Parkway, NW1 7AA – **2016/6471/A**
- 187 Camden High Street, NW1 7JY – **2016/0472/A**
- 174 Camden High Street, NW1 0NE – **2016/4611/A**
- Camden Town Hall Annexe, WC1H 8EQ – **APP/X5210/Z/16/3165497**
- 45 New Oxford Street, WC1A 1BH – **2016/4381/A**
- 22 Neal Street, WC2H 9PS – **2015/6917/A**
- 1-19 New Oxford Street, WC1A 1NU – **2015/2540/A**
- 275-277 Pentonville Road, N1 9NL – **2015/2178/A**
- Land at St Giles Circus, 1-23 Denmark Place, 18-28 Denmark Street, 52-59 St Giles High Street, 126-136 Charing Cross Road, WC2H 8NJ – **2014/6754/A**
- 44-50 New Oxford Street, WC1A 1ES – **2014/6650/A**
- 2 Bloomsbury Way, WC1A 2SH – **2014/6777/A**
- 265 Camden High Street, NW1 7BU – **2014/1002/A**
- 2 Kentish Town Road, NW1 9NX – **2013/4580/A**
- 283-297 Pentonville Road, 370-380 Gray's Inn Road, WC1X – **2013/2776/A**
- 150 Holborn, EC1N 2NS – **2013/4086/A**
- 1-6 Denmark Place, 52-55 St Giles High Street, WC2H 8NL – **2011/2591/A**
- 11-13 Camden High Street, NW1 7JE – **2011/2568/A**
- 1-6 Chalk Farm Road, NW1 8AA – **2010/3203/A**

- 83-117 Euston Road, NW1 2RA – 2010/2496/A
- 31-33 High Holborn, WC1V 6AX – 2009/4647/A

D. Planning Policy Considerations

The main issues on which applications of this nature are decided is the effect of the proposed advertisements on the visual amenity of the surrounding area, and public safety.

Such displays are common on arterial roads in major cities, and as such are not an ‘unusual’ distraction for drivers. The shroud will be parallel to a stretch of one-way street. The proposed decorative shroud would not cause any conflict with pedestrians, cyclists, or vehicles.

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.

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”*.

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”*.

National Planning Practice guidance (2014) gives further recognition to this form of advertising when it states that, *‘Buildings which are being renovated or are 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.’*

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] Paragraph 8.21 of the CPG1 states 'these types of advertisement proposals will only be considered acceptable primarily in commercial areas'; the location of 1-6 Chalk Farm Road is in the heart of the vibrant market and is very much in a busy commercial area. The application is for 10% of the elevations of 1-6 Chalk Farm Road, 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 location that holds an important position in the Regent's Canal 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.'

E. Planning Policy Specifications

The Applicant – Sponsored Restorations Ltd - has been contracted by the buildings' owner to obtain planning consent and subsequently find sponsors for the project.

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 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.

Simple designs and limited typography - The sponsorship display 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.

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. The materials are capable of being recycled. The appearance and maintenance of the shroud to this high standard is of significant benefit.

F. Relevant site specific issues and consideration

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 12 months in conjunction with the implementation of the restoration of 1-6 Chalk Farm Road and the completion of the Hawley Wharf development. The following section deals with the impact of amenity and safety of the proposal along with other relevant considerations.

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. 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.

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 displays will not appear as a sudden feature or present itself as a road hazard.

Easy to read advertisements - The simple typography and graphic elements normal to this type of advertisement display are specifically



designed to be readily assimilated and easily understood by road and pedestrian users in the vicinity.

Implications for road users will be negligible. The site is within an area where traffic access and speeds are controlled.

Adhering to Highway safety policy - Having carefully considered the level and positioning of the shroud banner advertisement, the applicant is satisfied that there is no impact on public safety or highway safety.

G. Conclusion

In harmony with the immediate environment - The location of the site is in an extremely busy and vibrant commercial location where a variety of different forms of signage are commonplace.

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 the restoration of the building takes place. In terms of the street scene the positioning and replica façade imaging with advert inset of the size proposed will give those passing familiarity with the area and sense of the existing road layout.

In keeping with public policy guidelines - It is felt that this application meets the criteria of both the local and national policy considerations. In such a busy commercial location, the proposed 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.

Temporary sponsorship 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 is far superior to existing view. High quality well maintained screening in place of an otherwise bland and untidy



street scene, without replica imaging.

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.

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.



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