



Armstrong Planning

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

26th July 2018

PLANNING STATEMENT

Dear Sir or Madam

Town and County Planning Act 1990
Advertisement consent for the display of 1 no. advertisement banner within a scaffold
shroud at 262 High Holborn, WC1V 7EE
PP: 07163759

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 until 05/04/2019.

This application for advertisement consent is submitted in connection with the redevelopment of the site under Application ref: 2016/3600/P (internal reconfiguration, alterations to glazing and extract to front and rear elevations). The development is currently in progress and the construction programme has been extended to 31/07/2019, with scaffolding scheduled to be struck on 05/04/2019. Accordingly the applicant is seeking a new advertisement consent to cover the period the building is scaffolded while construction is taking place at the site.

Consent is currently in place for the existing advertisement and is due to expire on 04/10/2018. I am submitting the revised programme of works as part of this application. 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 Full Programme of Works
- 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"*.

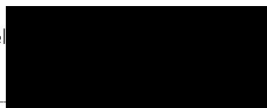
Paragraphs 18-20 clearly define the Government's key policy objective: to encourage economic growth and build a strong competitive economy in order to create jobs and prosperity *"significant weight should be placed on the need to support economic growth through the planning system"*. Advertising plays 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 sincerely



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