Application Statement

**APPLICATION SITE: 371-373 Euston Road, London, NW1 3AR**

**PROPOSED ADVERT: TEMPORARY SCAFFOLD SHROUD SCREEN ADVERTISEMENT FOR A PERIOD OF 13 MONTHS COMPRISING A 1:1 REPLICA IMAGE OF THE BUILDING FAÇADE INCLUDING INSET ADVERTISING AREAS MEASURING 10M HIGH X 7M WIDE.**

The application statement is submitted to accompany an application made for express consent for a temporary decorative scaffold shroud screen advertisement 371-373 Euston Road, London, NW1 4AR during the time a scaffolding will be in situ to facilitate the redevelopment of the host building.

The application for temporary advertising consent coincides with the existing consent granted to redevelop the host building – **Ref 2017/7079/P**

A change of use from offices (Class B1a) and car showroom (Sui Generis) to education use (Class D1), including refurbishment of the existing building, a two storey extension to create a lecture theatre and classroom, installation of new ground bearing slab at basement level including associated works include plant, signage, cycle parking, PV and amendments to openings and entrances.

The project includes alterations to and extension of an existing building for use as an educational establishment to provide new teaching facilities for Birkbeck University, which include classroom spaces for to accommodate a minimum of 30 students, flexible learning spaces, a state-of-the-art lecture theatre space accommodating 180nr persons and associated teaching support facilities and workspaces.

The works includes, but is not limited to, a new build extension at roof level, adaption of the building at basement level, the refurbishment and remodelling of an existing building including all associated services and fit-out works, and external works to pavement lights.

Undertaking of all relevant surveys and investigations to site and buildings to enable completion of design works and construction;

• Condition survey:

• Service infrastructure works;

• Site clearance and enabling works;

• Demolition works;

• Substructure works;

• Substructure works including party wall underpinning / installation of new ground bearing slab at basement level;

• Works to the existing building façade including installation of signage;

• Construction of extension superstructure (CLT structure, copper cladded with standing seam detail);

• Refurbishment and remodelling works of the existing building;

• Building fit out, including new services, finishes, fixed FF&E and infrastructure for AV/ICT hardware;

• External works to pavement lights and new cycle stands

**1. INTRODUCTION**

The application site building will need a scaffold erect in order to provide safe and secure access for proposed redevelopment works to be carried out.

The owners, having seen temporary scaffold shrouds in this and other parts of London raise

funds for building projects, have entered into a partnership with a specialist scaffold shroud

company who in return for displaying a decorative shroud around the scaffold with some

advertising, will part fund the development.

The period of consent requested is temporary only for a 13-month period.

The decorative shroud proposed would be a comprehensive scaffolding screen printed on rip and

tear proof pvc with the design printed in colour and wrapped around the scaffolding to provide a

more visually interesting alternative to a building site appearance associated with normal scaffolding

and screening.

Such an advertising shroud may not be accepted as a permanent feature; however, this does not

form part of the application and the proposal is related to special temporary and short term

circumstances when the façade will be covered over with scaffold and sheeting.

This design-led approach offers a novel and interesting temporary solution, which, by assisting the

projects funding and retaining the historic façade on a printed image around the scaffold, can also

contribute to amenity and townscape in the longer term by regenerating the building and its

neglected façade.

The redevelopment of the building would be to the benefit of amenity and the

townscape.

**2. THE ADVERT PROPOSAL**

The proposal is to screen the scaffolding to roof level with a decorative shroud printed onto pvc and

extending along both the Euston Road and Warren Street elevations. The shroud would depict a 1:1 image of the building façade with inset advertising areas to fund the scheme.

The proposal is short term for a temporary period of 13 months, and related to special

circumstances and the anticipated time period when the frontage will be scaffolded in connection

with the redevelopment of the building. The display an associated materials will be removed upon expiry of the 13 months or once the redevelopment has completed whichever is sooner.

During this period the building façade will be hidden from public view and replaced by scaffolding

and associated netting or plastic sheeting. The site will take on a building site appearance and the

normal amenity level of the site compromised accordingly.

The proposal is an alternative to the traditional appearance of scaffolding and its normal screening

offering which lacks any visual interest, and would act as a signal that a significant regeneration

project were taking place and give a reminder to the public of the attractive building facade behind

the scaffolding.

The application seeks to retain the appearance of the building facade imprinted in a similar scale on

the scaffold frontage. Printed on rip and tear proof lightweight pvc it will be stretched across the

scaffold forming a safety screen as depicted on the application images.

The whole shroud will be tightly wrapped around the scaffolding in an aesthetic and professional

manner as shown on the application drawings.

It is intended that the building façade image will be fixed for the duration of any consent, and the

commercial area would be utilised only when needed (which as an average would be three quarters of the time) and otherwise infilled with the total building image design.

The design of the printed poster images displayed would be likely to change at around fortnightly

periods (the actual designs are not known at this stage but would provide public information and

displays similar to poster displays with simple graphics and pictorial images with limited text similar

to billboard displays commonly seen).

The 1:1 image of the building façade nor the display inset will not be illuminated.

**3. NATIONAL POLICY GUIDANCE**

National Planning Practice guidance (2014) gives 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.”*

Simon Hand, appeal Inspector summed up the Government’s approach in a recent appeal decision

in Westminster as follows,

*“In my view, scaffold shrouds with advertising have become a typical part of a busy urban*

*streetscene. Because they are clearly related to the work going on behind the scaffold and*

*so are an obvious temporary feature their impact on the street scene is quite different from*

*that of a permanent advertisement of the same size. They provide colour and interest to*

*what would otherwise be ugly scaffolding, often partly covered by tatty short term shrouding,*

*and they announce a redevelopment that is being undertaken, hopefully, to the long term*

*improvement of the streetscene in general. Consequently, as long as their impact on nearby*

*valued landscapes and buildings is not overwhelming, as a short term measure to cover*

*scaffolding many proposals would seem to offer only a benefit to the character and*

*appearance of the surrounding area.”*

The National Planning Policy Framework (2012) in para 67 states that advertisement applications are

to be determined with regard to amenity and public safety issues.

The 2007 Advertisement Regulations repeats this provision adding that the development plan may

be taken into account as a material consideration, although it cannot override the two principal

issues.

The 2007 Regulations states that factors relevant to amenity include the general characteristics of

the locality, including the presence of any features of historic, architectural, cultural or similar

interest.

The Planning Practice Guidance (2014), on amenity, states that, “*In practice, ‘amenity’ is usually understood to mean the effect on visual amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.”*

**4. AMENITY ASSESSMENT**

The erection of scaffolding in conjunction with development and redevelopment works is “permitted development” derived from the Town and Country Planning General Permitted Development Order.

Screening of such scaffolding is a necessity which often results in an unsightly addition to the street scene for the duration of the works, exacerbated by builders erecting a variety of plastic sheets and netting often unkempt and transferred by builders from site to site. This sheeting is of varying quality and is often attached in ad hoc fashion, and like the scaffolding does not fall under any aesthetic or planning control, being the responsibility of the builder or contractor usually looking to minimise costs.

During this period the normal amenity level of the site will be reduced. The building façade which

would ordinarily contribute to the townscape will be lost from public view and hidden behind

scaffolding. The scaffolding itself would then take centre stage in the street scene. Scaffolding and

traditional ad hoc screening usually creates a temporary eyesore as there are no planning or

aesthetic controls on this form of temporary development and no real incentive for builders to

maintain this. At the same time a ‘void’ in the frontage occurs which lacks any visual interest.

All this can have a negative impact on the conservation area in itself.

The proposal has to be balanced against this, and It is considered that any decision maker should

consider positive (as well as negative) aspects associated with such an alternative screening

proposal, and in applying the expression “in the interests of amenity” to any particular application or

appeal, account should be taken not only of factors which may be detrimental to amenity but also of

factors which may be to the advantage of the amenity of a locality, such as adding appropriate

colour and interest or screening an eyesore.

Although large, the decorative shroud would be a more colourful and interesting temporary

alternative than scaffolding and the normal screening offering. It would add visual interest for the

temporary period of works and signal that a regeneration project were underway. The income to the

owner generated by the shroud would enable the amenity benefit of a refurbished building to be

realised for the general public.

The building montage design would be fixed for the duration of the consent whilst the advertising

area would display poster images of a more general nature whose designs (not known at this

stage) would change at monthly or fortnightly intervals (similar to more traditional billboard

displays).

The proposal may not be suitable as a permanent feature in the street scene, but this does not form

part of the application.

Temporary consent only is sought for 13 months whilst the frontage is scaffolded during building

works. There are special circumstances and the proposal would be an obvious temporary feature

related to building works going on behind, and not a permanent display.

In this case the proposed scaffold screen provides a comprehensive treatment of the whole scaffold.

The building façade will be imprinted as a life like image on the shroud adding colour and interest

as a positive feature during this works period. The inset public

information and commercial area provides an income source to enable the works to proceed and

fund the total decorative scaffold wrap.

This 1:1 image aspect of the scheme could not be provided ordinarily from normal funding and thus

a limited amount of commercial advertising has been factored into the scheme to fund (and

maintain as a high-quality feature) the total wrap to the scaffold.

The proposal therefore represents a balanced approach to retaining the appearance of the

immediate area.

Passers- by (referred to in Planning Practice Guidance on amenity) would see the original building façade as a feature maintained in the street scene over a blank void of builder’s scaffold as a novel and interesting treatment, and signal that a regeneration project was underway.

The proposal would not affect the character or appearance of the area in a permanent

way, but would be a more visually interesting expedient in the short term than normal scaffolding.

Combined with a mural of the building façade the proposal treats the scaffolding in in a

comprehensive manner to create a more interesting townscape feature for 13 months than builders

scaffold and often scruffy screening methods which have no aesthetic merit.

The street scene would benefit after the period of consent from the redeveloped building.