



## Armstrong Planning

Planning Services  
Camden Town Hall  
Argyle Street  
London  
WC1H 8EQ

18<sup>th</sup> January 2019

**Re: Consent for the temporary display of an externally illuminated advertisement banner on a scaffold shroud at 187 Kentish Town Road, London, NW1 8PD  
PP-07559176**

Dear Sir or Madam

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for the temporary display of a static, illuminated advertisement on the north elevation of 187 Kentish Town Road, London, NW1 8PD for a temporary period until 20/12/2019.

### **Background and Site History**

Advertisement consent (application ref: 2017/2851/A) was previously granted (16/06/2017) in connection with planning permission (application ref: 2013/8301/P) for a development by the then owners, Uplift Property, for a two-storey roof extension and apartments.

Works on the site ceased in 2018 when the decision was made to dispose of the property, whereupon the advertisement was removed.

The purchasers, Vable Construction 5, have now taken ownership of the application site and are set to build out a variation of the permitted scheme. Their current application for planning permission (application ref: 2018/5059/P) is a variation of application ref: 2013/8301/P that will deliver a cinema at ground floor level and apartments above, this application is due to be determined imminently.

King Media Ltd is working with the new building owners (Vabel Construction 5) to shroud the application site while works are scheduled to take place.



This new application for advertisement consent is submitted in connection with the planned redevelopment (under application ref: 2013/8301/P). Works are due to commence on 01/04/2019, the construction programme runs until 24/07/2020 and scaffolding is scheduled to be struck on 20/12/2019. I am submitting a new full programme of works in support of this application.

The scaffolding is already in place. King Media have been maintaining the illustrated shroud (without advertising), securing the scaffolding and screening the building-site since the cessation of works and throughout the period of transferring ownership.

### **The Proposal**

The proposal is for an externally illuminated advertisement on a scaffold shroud, with a commercial display area measuring 5m (wide) by 3m (high).

All aspects of the proposed advert remain unchanged from the previous consent. For the sake of clarity - no change of location, orientation, position, size, configuration or design is sought.

The impact of the advertisement has already been considered by the Council under 2017/2851/A. The effect of this proposal will not incur any additional impact over and above that which has already been considered appropriate and permissible. The advertisement (static and externally illuminated) will be set within the illustrated shroud and will cover less than 20% of the scaffolded elevation.

### **Policy Context**

The National Planning Policy Framework (NPPF), revised July 2018, sets out a presumption in favour of sustainable development and promotes the positive improvement of the built environment. It encourages local planning authorities to work with applicants to foster a positive approach to planning.

Paragraph 67 of the NPPF states that "*advertisements should be subject to control only in the interests of amenity and public safety.*"

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.*"



### **Conclusion**

If permitted, the overall effect of the shroud would be to continue improving the appearance of the scaffolding, minimising the visual obtrusiveness of scaffolding and building works.

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

- Application Form
- Location Plan and Schedule of Drawings
- Lighting Specifications
- Full Programme of Works
- Application Fee (£462)

I trust the Council has everything required 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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