



## Armstrong Planning

Planning Services  
Camden Town Hall  
Argyle Street  
London  
WC1H 8EQ

17<sup>th</sup> January 2019

**Re: Advertisement consent for the display of 1 no. advertisement banner within a scaffold shroud at 262 High Holborn, WC1V 7EE  
PP: 07556868**

Dear Sir or Madam

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for display of one micromesh PVC scaffold shroud incorporating one static unilluminated advertisement on the front elevation of No. 262 High Holborn, London, WC1V 7EE for a temporary period until 31/10/2019.

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 31/12/2019, with scaffolding scheduled to be struck on 31/10/2019. 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.

The host building (application site) is located on the south side of High Holborn. Consent is currently in place for the existing advertisement and is due to expire on 05/04/2019 (application ref: 2018/3541/A). I am submitting the revised programme of works as part of this application. All aspects of the proposed advert remain unchanged. The dimensions of the proposed advertisement are 14.6 m (wide) by 5.6 m (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 – 30 November 2018
- Application Fee (£462)



## Policy Context and Compliance

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 the 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"*.

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 *'visual amenity'* and *'public safety'*.

## Conclusion

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

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,

David Armstrong BA MRUP MRTPI