



17th January 2019

Dear Sir/Madam,

Re: Appeal against the decision to refuse Temporary Advertisement Consent
at
371-373 Euston Road, London, NW1 3AR

Please find enclosed completed Appeal papers submitted under the provisions of the Advertisement Regulations.

The Appeal relates to the Council decision to refuse Express Advertisement Consent for a (H)10m x (W)9m open weave fabric mesh banners - upon a fully working scaffold at 371 to 373 Euston Road, London, NW1 3AR (LPA ref. 2018/5339/A) It is proposed that the commercial display would hide and obscure the unsightly working scaffold. The forms, plans and other documents that accompanied the original application are attached to the appeal form, along with the Decision Notice dated 21st Dec 2018. The banner will be illuminated between the hours of 7am and 11pm and controlled by both a photo sensor and timer.

Please note – the drawings on our original application to the LPA show a banner at the correct width of 9m. However, in the application form and planning statement there is a typographical error which refers to the banner being 7m wide. This error was not picked up by either ourselves or the planning officer during consideration of our application.

In the circumstances we would respectfully request that the inspector will overlook this genuine mistake and consider this appeal taking into consideration that the different banner dimension is an honest oversight and note the corrected advert size as detailed on the supplied drawings and described above?

Grounds of Appeal

The grounds of appeal are detailed below, and reflect the points made in the paragraph which detailed the reasons for refusal.

The appellant disputes the assertion that: - ***“The proposed externally illuminated advertisement by reason of its size, siting and method of illumination would have a detrimental impact on the visual amenity of the locality, failing to preserve or enhance the character and appearance of the adjacent Conservation Areas, contrary to policy D4 Advertisements) and D2 (Heritage) of the London Borough of Camden Local Plan”***

The advertisement is to be located in a heavily trafficked, predominantly commercial area where a variety of existing signage is to be expected. Planning regulations are largely supportive of advertising in such locations, stating that the effect of an advertisement should be considered in relation to the ‘characteristics of the neighbourhood’.

It must also be borne in mind that Planning policies cannot be decisive.

The building at 371 to 373 Euston Road is undergoing extensive redevelopment (**local planning consent ref 2017/7079/P**), in order that this work can be completed it is essential that a fully boarded and working scaffold is erected upon the building.

It is also important to make clear, that this advertisement display will, at no point, ever become a permanent fixture and therefore cannot be judged as having an impact on the amenity of the area.



It must be stressed that our proposal is for a temporary period and will hide an otherwise unsightly scaffold structure.

There are therefore in our view 2 points in relation to the refusal of this application on visual amenity grounds:

1. **Any visual amenity comparison between the host building and the proposed scaffold mounted advertising is irrelevant to both the initial application and this appeal. As such the grounds for refusal set out in the decision notice should be disregarded. For the temporary period of this applied for consent the Building WILL be fully scaffolded and poorly fitting mono-flex sheeting installed. Therefore, the host building will be completely obscured for this temporary period, irrespective of whether this appeal is allowed or not.**
2. **Therefore, the ONLY visual amenity consideration for this temporary period is whether the relevant section of scaffold with poorly fitting stark white mono-flex sheeting is a more sympathetic visual amenity solution for the area than our proposed high-quality frame mounted printed advertising from time to time. It is our declaration that a clean and tidy scaffold section covered by a well -cared for high quality 1:1 shroud install is a benefit to the visual amenity of the surrounding area, rather than a blunt scaffold and a highly visible loose-fitting white mono-flex sheeting.**

Copy of all relevant papers have been sent to the Council.

Respectfully, the Inspector is requested to allow this appeal and to grant Express Advertisement Consent for the proposed advertisement display.

Yours Faithfully

Mark Wilkinson