



**Armstrong Planning**

## **PLANNING STATEMENT**

*regarding*

**Camden: PP-08687417**

*for*

**Advertisement Consent for Temporary Display of an Externally  
Illuminated Shroud Advertisement**

*at*

**187 Kentish Town Road, London, NW1 8PD**

*on behalf of*

**King Media Ltd**

**30<sup>th</sup> April 2020**



## Introduction

Armstrong Planning - with offices at The Old School House, Dartford Road, March, Cambs, PE15 8AE - has been retained by the applicant, King Media Ltd, to submit this application for advertisement consent for an externally illuminated shroud advertisement (7.1m wide x 8.7m high) set within an illustrated scaffold shroud at 187 Kentish Town Road, London, NW1 8PD - for a temporary period until 04/11/2020.

## The Site

The application site, 187 Kentish Town Road, is situated at the south west corner of junction of Kentish Town Road with Prince of Wales Road. The building on site is not a listed building and does not fall within a Conservation Area. The site does not fall within an Area of Special Advertisement Control. The surrounding area is a busy commercial area where advertisements are a common and expected feature.

## Background

This application building was the subject of a redevelopment project to provide two-storey roof extension and apartments (application ref: 2013/8301/P) under the previous owner, Uplift Property. The project stalled, however, and the building changed hands in 2018. The new owners, Vable Construction, are in the process of building out a revised redevelopment proposal to deliver a cinema at ground floor level and apartments above (application ref: 2018/5059/P). The construction project is nearing completion and scaffolding is due to be struck by 04/11/2020 (see the Construction Programme submitted with this application).

Advertisement consent for a shroud advertisement (5.0m wide x 3.0m high) was previously granted at this location in connection with the first redevelopment proposal (applic ref: 2016/5283/A).

Most recently, advertisement consent for an illuminated shroud advertisement (3.95m wide x 3.0m high) was granted at this site in relation to the current redevelopment project, (applic ref: 2019/3580/A).

Unfortunately, the consented advertisement has proven to be unsaleable due to its small size and although consent was granted by the Council no advertisement has been erected, resulting in less revenue being made available for the redevelopment.

Although the scaffolding and shroud are already in place, it is due to be dismantled and reconfigured for the next stage in the project, this will involve lowering the scaffold height and will require the 1:1 to be reproduced. This presents an opportunity to remove the existing 1:1, which is graffitied and to provide an improved, lower illustrated shroud with darker building imagery and a higher print grade, as well as upgraded LED lighting modules.

The applicant trades as 'Maximus' and has a proven record in assisting landowners in improving their assets by subsidising refurbishment and redevelopment projects. Please see the brochure 'Enhancing the Urban Landscape' which is submitted as part of this application and showcases some examples of how Maximus's commercially sponsored illustrated shrouds have delivered real benefits to the public



realm. This positive impact on visual amenity is long lasting and should be considered in addition to temporary benefits of screening unsightly scaffolding and building.

## The Proposal

The previous shroud advertisement, for which consent is currently extant, is commercially unviable (as evidenced by the lack of commercial sales. Accordingly, we are seeking a new advertisement consent for a larger advertisement, specifically a temporary externally illuminated advertisement (7.1m wide x 8.7m high) set within a high-quality illustrated scaffold shroud depicting 1:1 building imagery.

This illustrated shroud will consist of a high-quality micromesh PVC material and would be maintained to a high standard, it will help mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area.

The advert will occupy the bullnose at the corner between the Kentish Town Road elevation and the Prince of Wales Road elevation.

## Planning Policy Context

Planning Practice Guidance (Paragraph 18b-005) specifically relates to shroud 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."*

Paragraph 132 of the revised NPPF states that *"advertisements should be subject to control only in the interests of amenity and public safety."* The NPPF 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.

Camden's Planning Guidance on 'Advertisements' (published March 2018) defines a 'shroud advertisement' as *"large scale advert, covering an entire building elevation, often used to shield construction work"*.

This guidance document acknowledges that shroud advertisements can *"help to shield unsightly construction work, reducing visual impact"* and confirms that such advertisements will only be permitted where:

- scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work
- shroud does not exceed the height and length of the completed building, and
- advertisement on the shroud covers no more than 20% of the shroud on each elevation and is not fragmented.



## Policy Compliance

We submit that a constructive interpretation of the Council's guidance on advertisements at this specific site will allow the proposed shroud advertisement should be considered policy compliant. The scaffolding covers the entire elevation of the building; The shroud does not exceed the height or length of the completed building; the shroud is illustrated with 1:1 building imagery and the advert is not fragmented.

In terms of the 20% rule, we submit that the commercial area (61.8 sqm) is appropriate given that it occupies 18.7% of the entire scaffold shroud (which measures 329.7 sqm).

The proposed commercial area occupies 0% of the shroud on the Prince of Wales Road elevation, and 0% of the shroud on the Kentish Town Road elevation. However, it occupies 100% of the shroud on the bullnose.

We ask the Council to consider that the bullnose is not visible travelling west to east along Prince of Wales Road, nor is it visible travelling south to north along Kentish Town Road. Views of the bullnose also take in views of both the Prince of Wales elevation and the Kentish Town Road elevation. In effect, the whole shroud, predominantly, will be visible in views of the advertisement. As such we submit that it is appropriate to consider the advert on the bullnose in the context of the adjoining elevations, and that the whole shroud should be considered as effectively akin to a single elevation, as far as the visual impact of the proposed advertisement is concerned.

The entire Prince of Wales Road and Kentish Town Road elevations will be shrouded with a 1:1 facsimile of the building facade, this will ensure that the host building will be read first and foremost with the advert appearing as a secondary and subordinate feature. The effect of which is that the sense of the building in its streetscape will be retained.

## Conclusion

In light of the current threat of an imminent recession posed by the Covid-19 crisis, it is more important than ever for Councils to support building owners and developers in utilising innovative means (such as advertising revenue) of leveraging private capital to continue to invest in and regenerate the built environment.

Commercial sponsorship projects of this nature create an entire eco-system of economic benefit with significant knock-on effects stimulating many areas of the economy, particularly the construction and retail sectors, but also benefiting and the creative industries and a range of related professionals. The chain of advertising agencies, creatives and personnel involved in the successful delivery of such an advertisement are all considered to fall within 'the creative industry'. Indeed, the advertising sector is a key pillar in the creative industry as evidenced by the succession of the GLA Economics reports on the creative industries; and according to the London Plan (Section 4.32) London's cultural and creative sectors are central to the city's economic and social success. The Mayor's Cultural Metropolis initiative seeks to maintain the capital's status as one of greatest world cities for culture and creativity.



With respect to ‘decision making’, Paragraph 38 of the revised NPPF states that *“Local planning authorities should approach decisions on proposed development in a positive and creative way”,* and that local planning authorities should *“work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.”*

Covid-19 Lockdown measures present a challenging economic climate for businesses, particularly in the wake of Brexit. Advertising revenue and the economic activity that advertising stimulates have an important role to play in serving the purposes of the NFFP, particularly the government’s key policy objective of supporting economic growth, building a strong economy and creating jobs and prosperity, as outlined in Chapter 6 of the NPPF. It is important to note the tangible benefits (in terms of stimulating the economy) that would flow from a decision to grant advertisement consent.

In addition, we would suggest that a commercial advert in the public realm is a rateable asset and as such provides an opportunity to contribute to local government through the collection of business rates.

The existing and previous consented advertisements have proved unsaleable due to the small scale and are therefore unviable. There is no commercial display at present despite there being an extant consent. We ask the planning department to consider the significant costs associated with printing and maintaining an illustrated 1:1, as well as the need to support the developer in completing the redevelopment project in a timely manner, and to consider also the threat to businesses that Covid 19 poses to businesses everywhere (including cinemas). We are asking the Council to look favourably on the application, grant it on the same merits as before but at a scale that will prove viable, which is still less than 20% of the overall elevation, and actually help generate revenue.

We are submitting the following documentation in support of this application. We trust that the Council has all the information desired, however, please do not hesitate to contact David Armstrong at these offices should any further information be required.

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

Prepared by

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