

**PROPOSED DISPLAY OF HAND PAINTED ADVERTISING (HPA) –
FRONT ELEVATION OF 210 CAMDEN HIGH ST, LONDON NW1 8QR**

DESIGN STATEMENT

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INTRODUCTION

This statement is submitted by Simpatico Town Planning in support of an application by Tower Shoes ('the applicant') which seeks Advertising Consent for the display of Hand Painted Advertisements (hereafter 'HPA') relating to their shoe retail business. Consent is sought for the display of HPA on a wall at 210 Camden High St, London NW1 8QR. The application seeks the grant by the London Borough of Camden Council ('the LPA') of a five-year advertising consent for the display of various managed advertising artworks. Simpatico Town Planning have been commissioned by the applicant to submit the application on their behalf and act as their agent during the planning process. The assessment criteria which must be applied, under the relevant legislation, in relation to advertising proposals, is set out in Appendix 1 to this statement.

1. This statement will set out the case in favour of the proposed display of HPA, referring to national planning policy and legislation, and also to local planning policies and guidance.
2. Generally, the display of the kind of painted artworks proposed in this application does not require advertising consent, as they constitute permitted development under Part 2 Class C of the Town and Country (General Permitted Development) Order 2015 (as amended). The relevant provision within the Order (hereafter referred to as 'the GPDO') reads as follows:

Permitted development

C. The painting of the exterior of any building or work.

Development not permitted

C.1 Development is not permitted by Class C if the painting is for the purpose of advertisement, announcement or direction.

Interpretation of Class C

C.2 In Class C, "painting" includes any application of colour.

3. Despite the fact that the display of hand painted artwork at this site is exempt from planning control under Part 2 Class C of the GPDO, this application is submitted in order to seek consent for the display of HPA artwork, to include copy and branding, including logos or recognisable lettering relating to the shoes which are offered for sale on the premises. It is proposed that, if needed, the detail of the terms under which advertising may be permitted upon the wall can potentially be the subject of negotiation during the life of the application. For example, on comparable sites in other boroughs, it has been agreed with the LPA that a maximum of 20% of the surface area of any HPA display may be given over to logos or copy, with the remainder being given over solely to artwork or images which form part of the display. The applicant is content for limitations such as this to be considered during the life of the planning application, and potentially, if necessary, to be controlled via planning condition.

4. Rather than being painted directly onto the surface of the wall, it is proposed that the displays to be painted onto a heat treated, 'shrink wrap' micro-film which would be applied to the wall in advance. The displays would be temporary, being updated periodically, with the paint and vinyl micro-film being removed, and the area around the wall being swept and tidied, in between display periods. When not in use, therefore, the wall would be 'reset' to its previous appearance. Wherever possible, paints used both when creating the proposed HPA, and during the wall's dormant periods, could contain pollution-absorbing 'Pureti' materials, to the benefit of the environment (further information provided at Appendix 3 to this statement). Any displays applied to the wall would be hand painted. This is considered to be an appropriate method and style for central locations where historic buildings are often present.

PROPOSAL SITE AND SURROUNDINGS

5. The wall to which this application proposal relates is the principal elevation of a retail premises, operated by 'Tower Shoes', which addresses Camden High Street (A502), sitting immediately at the back edge of the pavement in that street. The application site is located within a run of terraced buildings, being located on the eastern side of Camden High Street,

between its junctions with Buck Street (to the south) and Hawley Crescent (to the north), in the centre of the town's colourful and artistic market quarter. The property has operated for some years as a retail shoe shop, within a highly vibrant area of the Borough, in the hub of the 'market quarter'. As such, it is surrounded by other retail shops, hospitality venues, food outlets, professional services agents and other 'town centre' uses.

6. The site is in a lively, central location, and the locality is deeply characterised by the presence of unusual and elaborate signage and other advertisements, many of which are illuminated. Figure 1, below, is a recent photograph of the application premises, as viewed from the front on Camden High Street. Figure 2, overleaf, comprises aerial photographs of the site which take in the surrounding streetscapes (the application property is identified with gold arrows). All images courtesy of Google Maps/Google Earth.

Figure 1 - The application property - 210 Camden High Street



Figure 2 - Aerial images of the site showing street scene on either side of Camden High Street



7. This application proposes the display of HPA to the front elevation of the application property, covering the area between the existing shop front at ground level and the eaves above. Figure 3, below, is a photograph of the property which confirms the extent of the proposed display area (edged in red). As can be seen in the photograph, the property's principal elevation includes four forward-facing windows spread across the first and second floors. These windows would not be painted over nor otherwise obscured when the wall was in use for the display of HPA under this proposal. They would remain unaffected.

Figure 3 - Extent of application wall (edged in red)



8. The property is located within the boundary of Camden Town Centre, and is also part of designated 'sensitive' frontage which takes in the adjacent properties on this stretch of Camden High Street. It is not Listed, and there are no Listed buildings nearby whose setting would be affected by the proposal. It is not located within a Conservation Area.

PHOTOGRAPHIC SURVEY (TAKEN IN SEPTEMBER 2022 — GOOGLE MAPS):

I. VIEW OF APPLICATION SITE (CENTRE LEFT) LOOKING EASTWARD ON CAMDEN HIGH STREET



II. STREET SCENE LOOKING SOUTHWARD ALONG CAMDEN HIGH STREET (APPLICATION WALL TO CENTRE LEFT)



III. LOOKING NORTHWARD ON CAMDEN HIGH STREET (APPLICATION WALL TO THE RIGHT)



IV. STREET IMMEDIATELY OPPOSITE APPLICATION SITE, ACROSS THE ROAD IN CAMDEN HIGH STREET



V. VIEW SOUTHWARD ON CAMDEN HIGH STREET, FROM THE JUNCTION WITH HAWLEY CRESCENT AND JAMESTOWN ROAD



VI. STREET SCENE TO THE NORTH ON CAMDEN HIGH STREET – 50 METRES FROM THE APPLICATION SITE



BACKGROUND AND PLANNING HISTORY

9. There are no recent planning applications relating to the application site. In fact, the most recent applications, detailed below, were submitted more than eighteen years ago at the time of writing. It is notable that under those planning applications, dating from 2005, approval was granted both for a new shop front and roller shutter, and also for new signage (under application reference numbers 2005/2831/P and 2005/2831/A).

Application Number	Site Address	Development Description	Status	Date Registered	Decision
<u>2005/2831/P</u>	210 Camden High Street London NW1 8QR	Retention of a new shopfront including security roller shutter to ground and basement level retail unit (class A1).	FINAL DECISION	21-07-2005	Granted
<u>2005/1305/A</u>	210 Camden High Street London NW1 8QR	Display of fascia sign and projecting sign.	FINAL DECISION	11-05-2005	Granted
<u>2005/1304/P</u>	210 Camden High Street London NW1 8QR	Retention of a new shopfront including security roller shutter and installation of an air-conditioning unit on top of the existing mansard.	FINAL DECISION	11-05-2005	Refused

10. Examples of the creative signage, murals, and other artworks which adorn the buildings up and down this section of Camden High Street, which are the defining characteristic of the locality, can be found in the photographic survey above. These images highlight the existing presence of 'real word' examples of artistic advertising which are already in place within the street scene.

11. It is considered that, should this application receive support and Advertising Consent be granted, the display of HPA artwork on the application wall will only supplement the existing character and vernacular of this part of Camden. In order that this creative, artistic feature may be managed and its prominence tempered going forward, it is proposed that the content and branding of any HPA could be limited in surface area, potentially being controlled via planning condition, and that each design would be displayed only on a temporary basis.

COMMUNITY ENJOYMENT OF PREVIOUS WORKS

12. As has been touched upon above, it is considered that the proposed use of the wall for the display of HPA artwork related to the shoe retail business will make a positive contribution to the existing character of the street, to the enjoyment of the local community and also to visitors to Camden Town. Indeed, this is already the case, as evidenced by the numerous social media posts and other user generated content (UGC) produced by passers-by, visitors and local community groups which feature the wall. Figure 4, below, features recent Instagram posts created by visitors to this section of Camden High Street (all content copyright Instagram).

Figure 4 - Public and community enjoyment of creative street scene in Camden High Street





PLANNING POLICY AND THE PRINCIPLE OF DEVELOPMENT

13. All proposals such as those under consideration here must be assessed in the context of relevant national and local planning policy, including any pertinent supplementary planning guidance. This assessment must be applied objectively and without prejudice, in order to establish the planning merits, or otherwise, of the proposal at hand. This section of the statement will explore the planning policy position relating to the proposal.

NATIONAL PLANNING POLICY: THE NATIONAL PLANNING POLICY FRAMEWORK (NPPF) (2021)

14. In general terms, Section 2 of the NPPF sets out a clear presumption in favour of all development which is sustainable. Sustainability is defined in Paragraph 7 as '*meeting the needs of the present without compromising the ability of future generations to meet their own needs*'. This proposal is concerned with providing vibrant and inclusive advertising artwork which would continue to enrich the colour and vitality of the area, being wholly

representative of the prevailing character in this location, whereby almost all of the buildings within the street scene display artwork and/or elaborate, high level signage. The proposed displays would be easily removed at the end of their life, with the micro-film and paint being removed and tidied, and the wall 'reset' to its previous appearance.

15. The maintenance of colour and visual interest upon the wall, which is presently well managed and protected from tagging and other unauthorised painting, is also considered to represent a positive contribution to the streetscape, in keeping with the locality's unique, artistic character. This proposal would ensure that the display of advertising artwork upon the wall continued in a professional, managed manner.
16. The NPPF also requires that investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policy should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Policies should recognise town centres as the heart of their communities and pursue policies and decisions which support their viability and vitality. They should promote competitive town centres which provide customer choice and a diverse retail offer, and which reflect their individuality (Paragraph 86).
17. In this regard, the proposal is also concerned with supporting the business which occupies the application building. The occasional display of appropriate and related advertising will generate revenue, supporting the viability of the existing shop which, like many businesses in the retail sector, currently finds itself facing increased financial pressure. The offering of support by the LPA to this proposal will therefore directly support a local business, within Camden Town Centre, and help to secure its viability going forward.
18. Section 12 of The NPPF (Achieving Well-designed Places) also requires that neither planning policies nor decisions should attempt to arbitrarily impose architectural styles or tastes, and should not stifle innovation, originality or initiative through unsubstantiated requirements which require conformity to certain development forms.

19. Specifically, in relation to advertising, Paragraph 136 of the NPPF states that *'The quality and character of places can suffer when advertisements are poorly sited and designed...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'*. The proposal under consideration here is considered to accord with the spirit of Paragraph 136, in that it presents an opportunity to provide an artistic feature, albeit including advertising, which makes a positive contribution to the street scene and adds to the existing strong sense of place within the market quarter. This is considered to be highly preferable to other advertising methods such as traditional billboards or digital screens, representing a more subtle and visually pleasing medium which is sensitive to its environs.

20. In this regard, expansive academic research has demonstrated that world class street art has tangible positive impacts upon cultural and social cohesion within communities. Appendix 2 to this statement references just some of the notable academic works in this field. It is very much the case that "Street art is now viewed as public dialogue, adding colour and character" to cities, suburbs and streets (Kam 2015). Artwork of this type has been shown to have both social and economic benefits, creating a sense of collective identity and generating increased foot fall and associated economic activity (Koster and Randall 2005). Mural imagery also captures public attention and encourages viewers to explore layers of meaning and find hidden stories (Kang, Song and Gammel 2011).

21. It is also worthy of note that Local Authorities across the UK are beginning to see the benefits of street art and to recognise the hugely positive contribution it can make to communities, in social, economic and environmental terms. In particular, in 2019 the London Borough of Tower Hamlets adopted a Street Art and Graffiti Policy, part of which states:

'it is recognised that Street Art can positively contribute to the appearance of an area, attract visitors and is good for business. Locations such as Brick Lane have become Street Art

tourist attractions, with visitors from around the world going on locally organised graffiti and street art tours.'

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

22. Paragraph 3 (1) of the Regulations states that advertisement controls are exercisable only in terms of amenity and public safety taking account of material factors *“(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors”*.
23. Paragraph 3 (2)(a) states that *“factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest”*.
24. Public Safety issues are also referred to within the Regulations at 3 (2)(b)(i) where it is stated *“the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome”* should be considered.
25. Paragraph 3(4) indicates *‘unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed’*.
26. Again, it is considered that the display of HPA artwork upon the principal elevation of the building would be in line with the spirit of the advertising regulations, making a highly positive contribution to the streetscape by adding colour and a sense of visual interest. In this context, and particularly in the light of paragraph 3(4) of the Regulations, it is considered appropriate that any consent granted under this application be not restricted by controls or conditions which prove unnecessarily burdensome. This approach is consistent with the relevant legislation and would maximise the benefit to the local community of this feature of the streetscape.

27. Naturally, however, the applicant is open to dialogue during the life of this application, including mutual agreement in terms of how often HPA would be displayed on the wall, the length of display in each case, and the percentage of the surface area which could, when required, be given over to copy or logos associated with the advertiser.

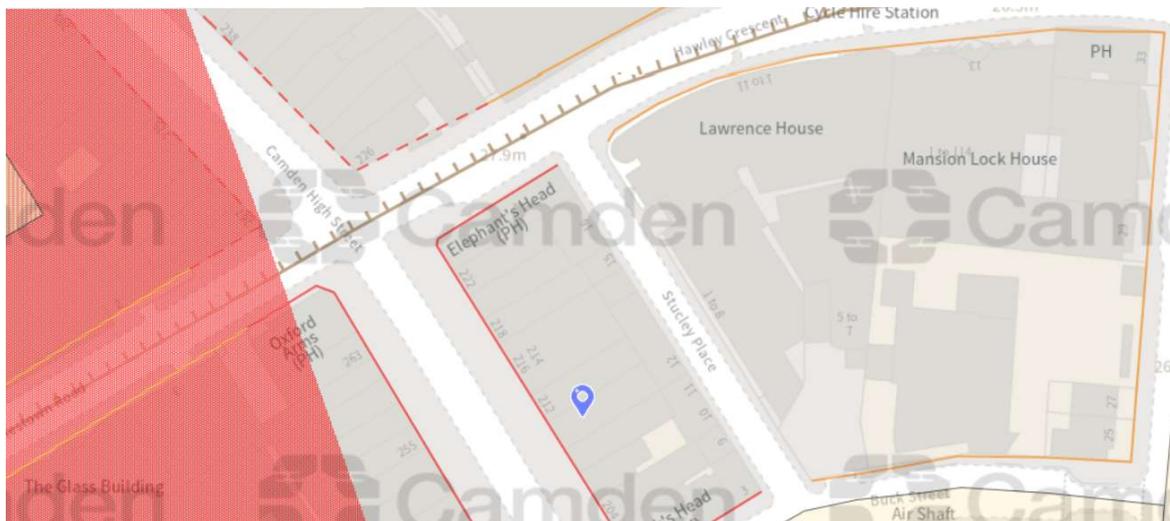
LOCAL PLANNING POLICY

CAMDEN LOCAL PLAN (2017)

28. The Camden Local Plan Is the definitive local development plan for the Borough of Camden, and sets out the Council's vision and policies relating to planning over the period 2016 to 2031.

29. The application site is affected by various policies within the Camden Local Plan which pertain to this proposal. These will be discussed here, in the context of the proposed development. Figure 5, below, is the relevant extract from the local Camden Policies Map which identifies the application site with a blue pin.

Figure 5 - Extract from the Camden Policies Map (application site shown with blue pin)



30. The Proposal Map confirms that the application wall is located within the boundary of Camden Town Centre, and is also part of designated 'sensitive' frontage which takes in the adjacent properties on this stretch of Camden High Street. The application property is not Listed, it is not within a Conservation Area, and there are no Listed buildings nearby whose setting would be affected by the proposal.
31. **Policy D1 (Design):** Policy D1 sets out a commitment on the part of the Council to '*secure high-quality design in development*', and presents a list of criteria which it is considered embody the principles of good design.
32. The proposed display of HPA on the application wall is considered to be wholly respectful and sensitive to local context and character, particularly given the presence of existing, vibrant colouring, applied all along this section of Camden High Street and the numerous streets which branch off this central hub of the Town Centre. The proposed hand painted displays would integrate well with the surrounding environment, which is already very lively in visual and sensory terms, supplementing the existing vibrant atmosphere which exists in and around the market quarter. It is considered that the scale and style of the proposed HPA would be appropriate in this location, without being overly prominent or dominating the street scene. Also, unlike billboards and other forms of outdoor media or signage, the application wall, when out of use, would be reset back to its usual appearance in a neutral colour.
33. **Policy D4 (Adverts):** Policy D4 states that '*The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail*'. The advertising which is proposed in this application would relate solely to the Applicant's business, advertising shoes which are offered for sale in the retail space within the building. It is considered that the display of advertising artwork upon

the wall would respect the character of the street, being appropriate in the context of the vibrant environment of Camden Town Centre.

34. The cultural significance of this section of Camden Town Centre is very much appreciated, and the HPA artwork which it is proposed to display upon the application would invigorate the local community, adding colour and enhancing the sense of place experienced on this section of Camden High Street. The proposed works would be of elite quality, further enriching amenity and vitality, to the enjoyment both of local residents and visitors. This proposal is therefore considered to be very much 'in tune' with the aspirations of Policy D4.

Camden Planning Guidance (CPG): Advertisements - 2018

35. The Council's Advertisement CPG, adopted in March 2018, highlights at the outset the 'Key Messages' regarding the LPA's approach to advertising. These have all been taken into account in the formulation of this proposal, and are namely that;

In general, the most satisfactory advertisements are those which take into account:

- *the character and design of the property*
- *the appearance of its surroundings*
- *the external fabric of the host building*

36. Paragraph 1.7 of the CPG advises that '*the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible*'. It is considered that the display of hand painted advertising upon the application wall represents an opportunity to enhance its appearance without altering its fabric in any way. The proposed displays would be in keeping with the feel of the surrounding character, and would be removed at the end of their cycle, with the wall being returned to a neutral appearance when dormant.

37. Paragraph 1.8 states that *'Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment'*. As has been discussed, the proposed displays would be heavily art-focused, and created by some of the world's most exciting street artists. This proposal represents an opportunity to bring street artwork of global standing to this area of Camden, supplementing the existing colourful, diverse feel of the street by displaying works which are, to quote Paragraph 1.8, both 'interesting' and 'unique'.
38. To summarise, this proposal is considered to be compliant with national and local planning policy, and represents an opportunity to display high quality advertising artwork, created in the most traditional form, to this already lively and vibrant location. The proposal as submitted offers the LPA the opportunity to control the use of the wall via reasonable planning conditions, ensuring that no harm would be caused to the amenity and character of this central location in the cultural and artistic heart of Camden Town.
39. The photographic survey included earlier in this statement confirms that the locality already displays extensive street art, illuminated signage and outdoor advertising, including painted signage and three dimensional advertising displays. It is considered that this proposal represents an opportunity to provide attractive, yet subtle and impermanent artwork which will complement the street scene and supplement its existing character. This artwork would be of an appropriate scale, being confined to the dimensions of the surface of the host wall and, importantly, would not be illuminated, and would not require the introduction of any potentially unsightly physical structures. This proposal also offers a means of instituting a plan to manage the wall and to ensure that it is well maintained and kept free from tagging and other unauthorised painting going forward.

OTHER MATERIAL CONSIDERATIONS – PUBLIC SAFETY

32. Whilst it is appreciated that the LPA will consult with its own highway engineers regarding the potential impact of the proposed HPA upon public safety, it is considered that no danger would be presented either to drivers or pedestrians as a result of this proposal.
33. The application wall is only visible from certain vantage points on the vehicular highway, these being confined to sections of Camden High Street (A502). Vehicular traffic on this section of the street is subject to a one way system, with vehicles travelling only from south to north. Traffic is slow moving and subject to a 20 miles per hour speed limit. The intersection to the north of the site (junction with Hawley Crescent/Jamestown Road) is also heavily controlled by traffic lights, which further restrict the flow of traffic.
34. When travelling north on Camden High Street (A502), towards the junction with Hawley Crescent/Jamestown Road, the application wall only becomes visible on the approach to the traffic lights, at which point drivers will almost always be required to stop, or at least slow right down, before advancing further. The effect of the traffic restrictions when approaching that junction is therefore to slow traffic to the point that the appearance of advertising artwork upon the wall would not represent a distraction, during transit, which would raise any highway safety concern.
35. Figure 6, overleaf, shows that when travelling north on Camden High Street, the application wall runs parallel to the highway, therefore being only in drivers' peripheral vision. The wall is also generally only visible when approaching the junction to the north, at which point vehicles are generally travelling at a very slow speed, due to the traffic lights. Coincidentally, the application property is also screened on much of the approach by a mature street tree, again reducing the likelihood of the artwork displayed upon the wall presenting any distraction to drivers. This tree is also shown overleaf at Figure 7.

Figure 6 - View when travelling northward on Camden High Street (A502) (wall at centre right)



Figure 7 - View when travelling north on A502 (application property behind street trees)



36. In addition to the circumstances at this site being highly amenable in highway safety terms, on the basis that no illumination or moving imagery are proposed, it is considered that the advertising artwork to be displayed on the wall would not prove a dangerous distraction, but would assimilate well visually in the surroundings.
37. Further, the nature of the proposal is such that the display of HPA upon the wall would not require the installation of any apparatus or supporting structures which would overhang the public highway and potentially present a hazard over time if poorly maintained. The wall would simply be painted.
38. The proposal is therefore considered to be present no risk in terms of public safety, and is considered to be particularly 'hassle free' and unobtrusive given the simplicity of the painting process.

SUMMARY

39. The use of the application wall for the display of HPA has been demonstrated to be compliant with national and local planning policy and guidance. This proposal represents a superb opportunity to display high quality advertising artwork within this part of Camden Town Centre, creating visual interest and supplementing the existing vibrancy of this central location, which is known globally for its artistic and cultural character.
40. The proposed HPA would create a distinctive feature on this section of Camden High Street, adding to the existing strong sense of place, and respecting the area's rich cultural character. The proposed displays would not be illuminated, and would comprise entirely hand-painted, static artwork, thereby posing no threat to public safety or to visual amenity.

41. The application wall has previously been used, intermittently, for the purpose of the display of hand painted HPA and other murals. The use of the wall for the purpose of the display of art, sometimes funded by sponsors, has taken place over this period without issue. This application seeks to formalise that position, in order that the display of advertising artwork upon the wall may continue for at least another five years.
42. In this regard, the proposal is also concerned with supporting the business which occupies the application building. The occasional display of appropriate advertising, relating specifically to the on site shoe retail business, will generate revenue, supporting the viability of the shop which, like many businesses in the retail sector, currently finds itself facing increased financial pressures. The offering of support by the LPA to this proposal will therefore directly support a local business, within Camden Town Centre, and help to secure its viability going forward.
43. Whilst this application seeks the grant of a full five year consent for the display of advertising content upon the wall, the Applicant is open to discussions which may take place during the life of this planning application, in order to provide any reassurance the LPA may require in terms of the content to be displayed upon the wall, the timing and length of display period for each advertisement, and the steps to be taken to 'neutralise' the wall's appearance during its dormant periods. It is considered that such reassurance, if required, could potentially be secured and enshrined through planning conditions which would regulate the operation of the wall.
44. It is therefore respectfully requested that the LPA lend its support to this proposal and grant the requested Advertising Consent, to the benefit of the locality, and consequently to the local community, in Camden Town.

**APPENDIX 1 – ASSESSMENT CRITERIA FOR ADVERTISING PROPOSALS - IN THE CONTEXT OF
ADVERTISING LEGISLATION**

- In line with Paragraph 3(4) of the 2007 regulations the application is for hand painted advertising, and 'unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed'.

APPENDIX 2 – ACADEMIC REFERENCES RELATING TO BENEFITS OF MURALS AND OTHER STREET ART

“Google institute puts spotlight on Honolulu street art murals.”

Kam, Nadine . TCA Regional News; Chicago 17 Mar 2015.

In-text reference: (Kam 2015)

“Street art is now viewed as public dialogue, adding colour and character,” to cities, suburbs and streets.

Today artists have crossed over into the mainstream, despite their works of street art having a short lifetime, most, if not all are preserved online.

“Walls that Break the Silence: Re-building Communities through Mural Art in Highland Guatemala.”

Conner, Mirela. December 2013

In-text reference: (Conner 2013)

Visual histories such as murals and street art play a fundamental role in generating a sense of community out of shares and a continually re-narrated past.

Through murals, artists and brands are able to communicate specific messages that can travel beyond borders and geographical locations.

Mural art has survived through centuries as a living expression of culture.

“Indicators of community economic development through mural-based tourism.”

Koster, Rhonda and James E. Randall. The Canadian Geographer / Le Ge'ographe canadien 49, no 1 (2005) 42–60

In-text reference: (Koster and Randall 2005)

Using a sale of Community Economic Development (CED), researchers found that the success of murals were dependent on the desired outcomes. E.g. murals with the purpose of community beautification, was approached from a qualitative perspective and led to increased community pride and the development of social relationships.

Murals that were developed from an economic development strategy were approached from a quantitative perspective with increased outcomes of foot traffic, visitor and business created.

Both perspectives qualify as mural-based tourism. When the CED strategy was applied in Northern American communities, tourism increased and social networks strengthened.

“The Banksy Effect, Revolutionizing Humanitarian Protest Art”

Lexa Brenner, 2019

In-text reference: (Brenner 2019)

With the rise of an international iconoclast street artist, the two forms of graffiti and fine art have finally been put on equal ground.

Through their work, street artists can campaign for social change and through this permanently redefine the public’s understanding of the art world.

“Ecological Mural as Community Reconnection”

Young Imm Kang Song and Jo Ann Gammel, 2011

In-text reference: (Kang, Song and Gammel 2011)

Murals are increasingly captivating forms of public art due to their size and accessibility. Mural imagery also captures public attention and encouraged viewers to explore layers of meaning and find hidden stories.

Murals serve as sites of social interaction, or catalysts for empowering communities.

Murals can be effective tools for helping communities think about environmental, social or political issues.

The Chemistry of UV-PCO

Photocatalytic Oxidation (PCO) occurs when UV-A light (from sunlight, fluorescent light or UV-A LEDs) energizes titanium dioxide (TiO₂) and triggers two chemical reactions that lead to the near instantaneous formation of hydroxyl radicals and super oxide anions. These highly reactive chemical agents then instantly interact at the treated surface to accelerate the environmentally beneficial decomposition of all organic pollutants (mold, oil, rubber, bio-film, methane and VOCs) through oxidation and to reduce/neutralize inorganic pollutants (such as NO_x and SO_x).

Hydroxyl radicals (OH^{*}), nature's strongest non-poisonous oxidizing agent, are formed when the light energized TiO₂ pulls a hydrogen atom away from the H₂O water vapor in the air (humidity). The hydroxyl radicals formed on the treated surface act like pac-men and aggressively attack the carbon hydrogen bonds that are present in all organic molecules over and over until nothing is left from this oxidation process except water and a small amount of CO₂. Life Cycle Analyses of PCO have found the technology to be a major net environmental good. The small amount of CO₂ produced is more than offset by the gains from reducing methane, NO_x and VOCs (all major criteria pollutants) in the atmosphere and the gains from reduced water, chemical and energy usage through reduced maintenance.

Super oxide anions (O₂⁻), one of nature's strongest reducing agents, are formed when oxygen molecules in the air (O₂) interact with light energized TiO₂ and receive an extra electron creating O₂⁻. When polluted air comes into contact with a PURETi treated surface, these super oxide anions interact with the NO_x (the highest heat retaining major greenhouse gas and the key ingredient in acid rain and smog) and remove it from the atmosphere reducing it to benign nitrates. The light activated, smog-reducing power of PCO technology is extensively documented and definitively proven in the scientific literature.

This process all happens in billionths of a second and continues to scrub the air as long as light, humidity, PURETi and air flow are present. The self-cleaning function of photocatalytic surfaces are further assisted by the fact that photocatalytically active surfaces are hydrophilic or water sheeting. This water sheeting effect allows small amounts of water to easily rinse away any inorganic particulates that may be held to the surface by gravity or electrostatic forces.

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