



Armstrong Planning

PLANNING STATEMENT

on behalf of
King Media Ltd

for
Advertisement Consent for Temporary Display of an Externally
Illuminated Shroud Advertisement – (PP Ref: 12617676)

at
2 Dyke Road, Brighton, BN1 3FE

21st November 2023

1. INTRODUCTION AND CONTEXT

1.1 Introduction

Armstrong Planning have been retained by the applicant, King Media Ltd, to submit this application for advertisement consent for the temporary display of an externally illuminated shroud advertisement (16.95m wide x 9.7m high) at 2 Dyke Road, Brighton, BN1 3FE (the application site) for a temporary period of 58 weeks (from 13/02/2024 until 28/03/2025).

1.2 The Application Site and Allocations

The application site is located at 2 Dyke Road, Brighton, BN1 3FE and falls within the jurisdiction of Brighton and Hove City Council.

The subject property is a three-storey building, in mixed use, located at the junction of Dyke Road and Queen Square. The surrounding area is busy, vibrant and is commercial in character.

The application site is not a listed building and does not fall within any conservation area. The subject site is identified as falling within Central Brighton and within the boundary of Regional Shopping Centre, Primary Shopping Area and Prime Retail Frontage. It does not fall within an area of Special Advertisement Control.

1.3 Background

Planning permission was previously granted at the application site (Planning Ref: BH2022/01306) for an additional storey to create a two-bedroom flat with roof terrace and works are commencing from 05/02/2024 (See the accompanying Project Programme). Maintenance, repair and wind & watertightening works are also scheduled to take place at the subject site, for which scaffolding is required.

We are proposing to wrap the scaffolding with a high-quality illustrated scaffold shroud depicting 1:1 building imagery, with an advertisement area inset. This measure aims to lessen the adverse effects of the essential scaffolding and refurbishment activities, and accordingly we are submitting this application for advertisement consent.

2. THE PROPOSAL

Maintenance, repair and wind & watertightening works are planned to take place at the application site. This application is seeking advertisement consent for a static, externally illuminated shroud-advertisement measuring 16.95m wide x 9.7m high, wrapping the corner of Dyke Road and Queen Square, set within an illustrated scaffold shroud depicting a 1:1 facsimile of the building imagery.

It is proposed that the shroud and advertisement will cover the scaffolding while works are taking place, shielding the public from unsightly works. The advertisement shroud and scaffolding will be removed upon completion of the works, after a period of 58 weeks.

This illustrated shroud will consist of a high-quality 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. Works are due to be completed and scaffolding is to be struck in March 2025, accordingly advertisement consent is sought for a temporary period until 28/03/2025 and will be removed thereafter. The commercial area within the shroud amounts to just 36% of the scaffolded elevation, ensuring the building will be read first and foremost, with the advertisement being a secondary and subordinate feature.

3. POLICY COMPLIANCE

NPPF

The National Planning Policy Framework (NPPF), revised July 2021, 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 136 of the revised NPPF states that “advertisements should be subject to control only in the interests of amenity and public safety.”

Planning Practice Guidance

It is important to note that Section 18b-001- 20140306 of the Planning Practice Guidance (PPG) accompanying the NPPF states that the “display of advertisements is subject to a separate consent process within the planning system... Advertisements are controlled with reference to their effect on amenity or public safety only, so the regime is a lighter touch than the system for obtaining planning permission for development.”

Paragraph 18b-005 of the Planning Practice Guidance accompanying the NPPF 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.”

Section 7 of the PPG concerns public safety and highway safety. Paragraph 18b-067 states that road safety problems are less likely if “the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline”, as is the case with the proposed advertisement.

Local Plan

Policy DM24 of the City Plan Part Two of the Local Plan (CPP2) relates to ‘Advertisements’ and states that consent will be granted for advertisements where they are sensitively designed and located so that they do not harm the visual amenity of the site or wider area and do not adversely affect public safety.

Section 2.186 of the CPP2 states that “Temporary advertisement hoardings or shrouds may be acceptable around building sites where their display would enhance a street scene during the course of the works.”

Section 7(B) of the SPD 07 concerns ‘Scaffold Shrouds’ and states that “The area of the advertisement should be in proportion to the area of the building façade and in any case should not exceed 50% of the elevation area.”

Visual Amenity

In terms of visual amenity, this shroud will shield public view from unsightly building works and scaffolding while works are taking place, helping mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area. The proposed commercial display is framed within 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.

The application site falls within the primary shopping area which is commercial in character. We submit that a commercial display (of the size proposed in relation to the host building) is appropriate in the context of the vibrant and commercial character of the area. The proposed advertisement will only be in situ during the phase of works and will be removed thereafter. There will be no physical impact on the host building, any impact will be purely visual and temporary, it will not impact materially on the significance of any heritage asset. The positive benefits to the host building will be long lasting.

The commercial display relies upon the advertisement being sold, typically accounting for only 50% of the permitted display period. As a result, the visual impact is likely to be significantly diminished. During the unsold period, a 1:1 image of the building façade will be visible.

The proposal seeks to attract a commercial advertiser during the phase of works only and will improve the visual appearance of the building while scaffolding is necessary. The images below show negative visual impact of scaffolding at locations in close proximity to the application site.

Fig 1: Example of negative visual impact of scaffolding on the street scene at 132 Queens Road



Fig 2: Example of negative visual impact of scaffolding



The building owner has partnered with applicant, King Media Ltd (trading as Maximus), who have a proven track record in assisting landowners in upgrading their properties 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 works. The images below are examples of smartly screened building sites at London.

Fig 3: Example of the aesthetic benefit afforded by a scaffold shroud.



Fig 4: Example of the aesthetic benefit afforded by a scaffold shroud.

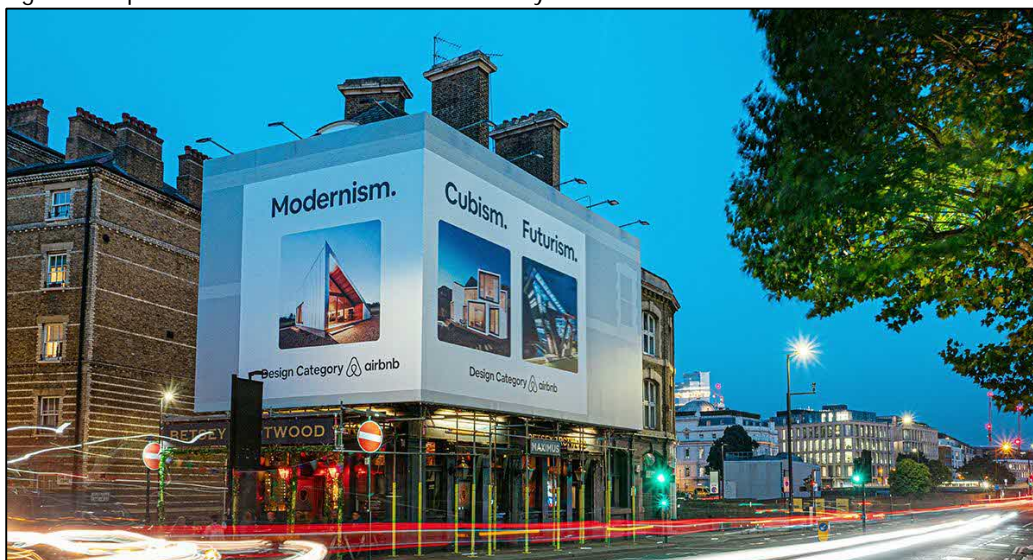


Fig 5: Example of the aesthetic benefit afforded by a scaffold shroud.



4. Public Safety

In terms of highway safety, Section 7 of the Planning Practice Guidance accompanying the NPPF concerns considerations affecting public safety. Section 18b-067 states that there are less likely to be road safety problems if “the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline”. The proposed advertisement fully meets these criteria being a normal poster panel in a commercial area and not protruding into the skyline.

Section 18b-068 of the Practice Guidance sets out a list of the kind of adverts that “may cause a danger to road users”, none of which apply to the proposed advertisement, which will not do any of the following:

- Obstruct or impair sight-lines
- Obstruct or confuse a road user’s view
- Reduce the clarity or effectiveness of any traffic sign
- Be likely to distract road users because of their unusual nature (a banner advertisement is not in and of itself an unusual feature)
- Leave insufficient clearance above any part of the highway

- Include moving or apparently moving elements
- Require close study
- Resemble traffic signs
- Embody directional or other traffic elements

The proposed advertisement is not unusual, it is static with good range of visibility, thus it will not appear as a sudden feature or present itself as a road hazard. This type of advertisement display is designed to be readily assimilated and understood by road users and pedestrians. The size, type and position are all appropriate in the context of the commercial area. In light of the above the proposal is not considered a threat to road or public safety.

5. Conclusion and Summary

We acknowledge that the proposed shroud advertisement may exert a temporary visual impact on the street scene. However, the commercial display will be visually more appealing than the alternative generic scaffolding, grey plastic sheeting and building works that would otherwise negatively impact upon the visual amenity of the area (as can be seen in the examples provided above).

We submit that the impact of the advert on visual amenity should be considered net positive on balance. The screening benefits of this advertisement-bearing shroud (shielding unsightly building works) will mitigate the impact on visual amenity that temporary building works will incur. We submit that the proposed shroud advertisement is of a modest size, that is proportional to the building façade. The advertisement is framed by an illustrated shroud with a 1:1 depiction of the building imagery. A temporary shroud advertisement of this sort should be considered acceptable in a busy commercial area. The temporary nature of the shroud only being required until the works are completed needs to be taken fully into account.

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 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'.

In addition, we would suggest that commercial adverts in the public realm are rateable assets and as such provide an opportunity to contribute to local government through collection of business rates.

I am attaching the following documents with this letter to assist determination:

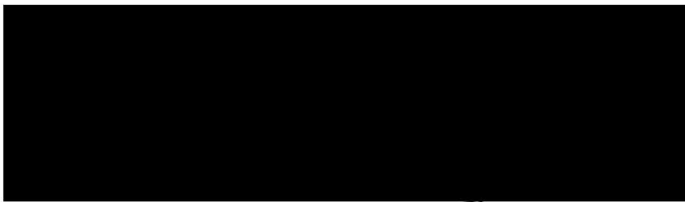
- Location Plan
- Site Plan
- Existing Eastern Elevation
- Existing Western Elevation
- Existing View
- Proposed Eastern Elevation



- Proposed Western Elevation
- Proposed View
- Standard Specifications
- Project Programme
- Schedule of Works
- Schedule of Condition
- Lighting Specification
- 'Enhancing the Urban Landscape' Maximus Brochure

We trust the planning department has sufficient information to determine this application for advertisement consent and we look forward to a decision in due course.

Prepared by



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