

# **Proposed temporary display of hand painted community mural artwork –**

**Gable wall of ‘Green Light Pharmacy’, 62-64 Hampstead Road,  
London, NW1 2NU**

## **Design statement**

Statement prepared on 13<sup>th</sup> March 2024 by Richard Jewkes BSc DipTP MA,  
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# Introduction

This Statement is submitted by Simpatico Town Planning in support of an application which seeks the grant of Advertising Consent for the temporary display of a hand painted community art mural, to be funded via the display of sponsored commercial murals, on a gable wall at 'Green Light Pharmacy', 62-64 Hampstead Road, London, NW1 2NU.

The application is the product of a joint initiative between the street art agency Global Street Art (GSA) and the Business Improvement District (BID) for the locality, known as Euston Town (ET), and seeks to promote the local community's 'Drummond Street - Season of Spice' campaign.

'Drummond Street - Season of Spice' is a six-month long programme of community events designed to promote and secure the preservation of Drummond Street, which is well-known for its abundance of South Asian food outlets and cultural heritage. As part of the campaign, it is proposed to display a hand painted mural upon the application wall, which fronts Drummond Street at its junction with Hampstead Road, at the location known as 'Laurence Corner'.

The proposed artwork is to be commissioned by ET as part of the overall festival celebrations, and will be designed in consultation with members of the local community. GSA has been engaged to manage the mural project, including obtaining any necessary permits and consents, and also expediting the painting process on site when the time comes.

This application therefore seeks the grant by the London Borough of Camden Council ('the LPA') of a temporary advertising consent, permitting the display of the proposed mural for a period of six months. Simpatico Town Planning have been commissioned by the applicants to submit the application on their behalf and act as their agent during the planning process. The definition of a "mural", for the purposes of advertising legislation, is covered in Appendix 1 to this statement.

This Statement will present the background relating to the proposal, and an indicative example of how the final artwork may look upon the wall. The case in favour of the proposal will also be put forward, with reference to national planning policy and

legislation, and also to local planning policies and guidance. This document will also present the work of GSA at other locations around London and elsewhere in the UK, showcasing the artistic ethos of the agency and providing an indication of the method and style of painting which it is proposed to undertake in this project.

1. 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:

*Class C – exterior painting*

**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.

2. 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, in this instance, given the role of the local BID in championing and encouraging local businesses, it is proposed that the mural will promote the 'Season of Spice' event, and will also include the logos of ET and GSA as supporting partners in the project. It is also proposed that the project, including the community design exercise, be funded through the temporary display of other mural artwork which would feature the branding of a corporate sponsor. It is only the inclusion of such details within the proposed artwork displays that triggers the need for an Advertising Consent application.
3. As noted, it is proposed that the displays to be painted onto the wall would be temporary, with the wall being repainted upon the expiry of the temporary consent. It is important to note that the display to be applied to the wall would be hand painted. This is considered to be an appropriate and unobtrusive method and style, in central locations where

heritage is often a consideration. It is also an environmentally friendly medium, particularly in comparison with more modern display methods such as billboards and digital screens.

## About 'Euston Town' BID

4. Euston Town is the elected representative of businesses within Euston. Its mission is a simple one: enhance the commercial environment for local businesses and make Euston a place that people not only want to visit, but a place they want to stay.
5. As the Business Improvement District (BID) for Euston, ET lobbies, campaigns and delivers a range of projects and policies to benefit the local area. Through community-led regeneration plans such as the Drummond Street Neighbourhood Vision, to imaginative green walking routes like the Euston Green Link, its projects enhance Euston's rich heritage and generate essential footfall. The organisation continues to lead the way in demonstrating the strategic value of BIDs and how they can act beyond their traditional role.
6. Euston Town directly responds to the interests of its members by:
  - Working with partners to realise an ambitious future for all Euston communities, where redevelopment brings a once-in-a-generation opportunity.
  - Committing to innovative projects that tackle our air quality emergency, replace lost green space and allow biodiversity and ecology to thrive
  - Using public realm design and regeneration, communications, events and art to uncover and preserve the unique identity and culture of the neighbourhood.
7. Euston Town has now entered its fourth BID term, running from 2021-2026. Each term lasts for five years, at the end of which there is an independently-run vote of its members, which must succeed in order for a subsequent term to be secured. In 2020 ET received a 97% yes vote on a 56% turnout. ET's most recent five-year plan can be found in its [BID Proposal](#), and information regarding its forthcoming activities can be found on its [projects page](#).
8. The proposed display of a community-focused mural artwork has therefore been conceived with the aim of promoting local business, as per the BID's remit, whilst



simultaneously promoting what is a highly valuable programme of community events under the 'Drummond Street - Season of Spice' banner.

## About Global Street Art...

9. Global Street Art is one of the world's leading street art platforms, which centres itself around hosting and sharing the world's most iconic and emerging street artists, past and present.
10. Global Street Art Agency, which operates with artistic purpose, has a strong community focus. Since being founded in 2012, they have organised over 3000 pure art murals around the UK and beyond. Their 'Art for Estates' programme has made headlines, transforming housing estates across the city with some of the best street artists in the world at no cost to the authorities or residents. Examples of the work carried out within the Borough of Camden can be seen below.

- [Chalk Farm - Art for Estates](#)
- [Webheath Estate - London Mural Festival](#)
- [Tybalds Estate - London Mural Festival](#)
- [Poplar - Art for Estates](#)
- [Blashford Playground - Art for Estates](#)

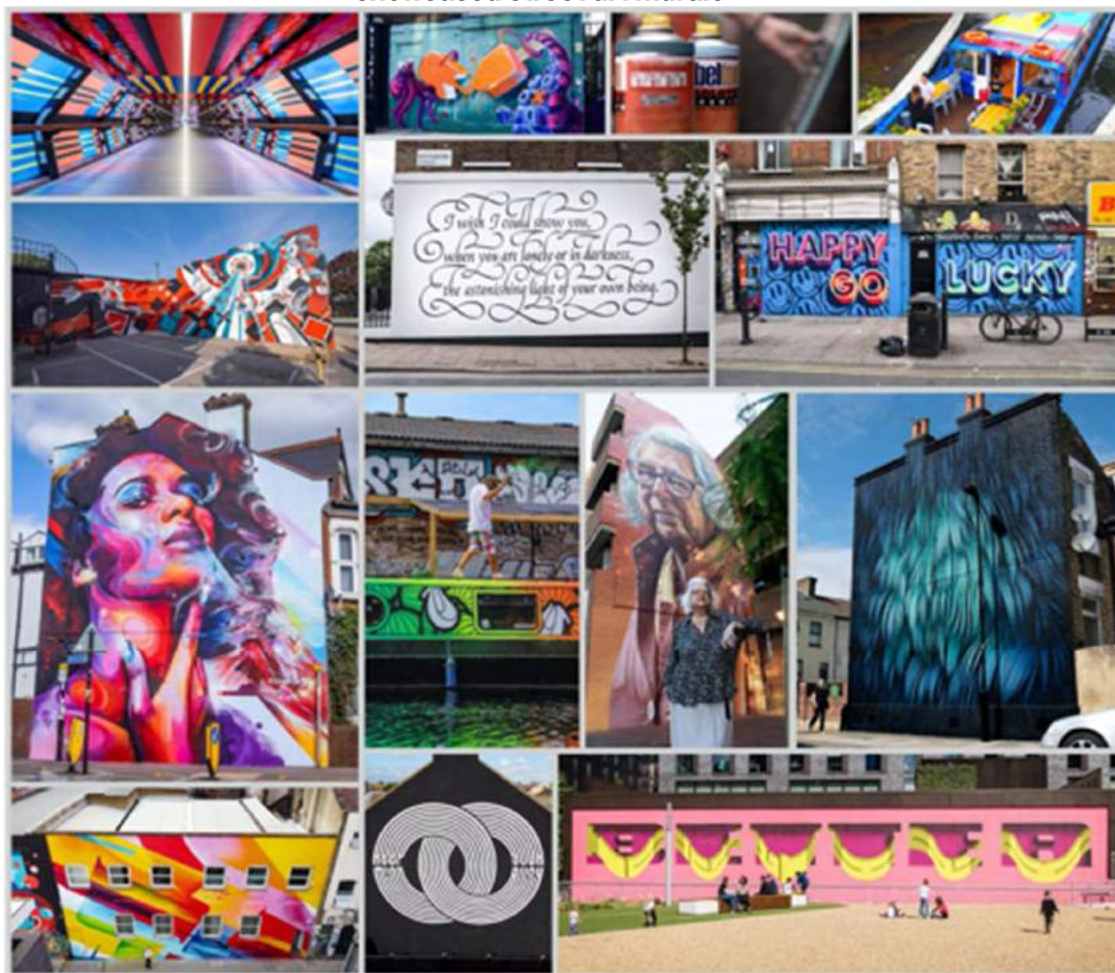
11. Commercially, Global Street Art Agency is a leading hand-painted advertising agency specialising in providing commercial and commissioned murals for landlords and developers, as well as local and international brands and organisations. The agency provides a complete service on all kinds of real estate sites, including risk assessment to execution, post-product assets, PR and social media amplification.

## London Mural Festival 2020

12. Global Street Art was heavily engaged in championing the inaugural London Mural Festival (LMF) 2020 ( <https://www.londonmuralfestival.com> ), using London as a canvas for the best street artists in the world to paint the city. Not only was LMF London's first official mural festival, but one of the biggest street art festivals globally to date.

13. The festival celebrated creative communities across the city, whilst introducing a new way for people to experience one of the world's biggest art movements. At the time, COVID-19 restrictions precluded visiting galleries – so the festival has left a legacy which offers accessible art outdoors.
14. The excitement around the inaugural LMF resulted in it receiving attention and praise in the national media, including an article in the Guardian newspaper in August 2020 (see Appendix 3 to this statement).
15. Following the global success of London Mural Festival, Global Street Art is continuing its mission to 'Live in Painted Cities', bringing street art to local communities across the UK. This application offers an opportunity to bring exciting works of this kind to Hampstead Road/Drummond Street. Figure 1, below, is a montage showing examples of the street artworks which were displayed during the LMF.

**Figure 1 - Promotional material for London Mural Festival 2020, including examples of showcased street art murals**



# Proposal site and surroundings

16. The wall which is the subject of this application is the south facing façade of 62-64 Hampstead Road, the ground floor of which is occupied by 'Green Light Pharmacy'. The property is located in Regents Park Ward, at the junction between Hampstead Road and Drummond Street, standing immediately at the back edge of the pavement on both roads. Figure 2, below, is an extract from the Council mapping system with the site edged in red. Figure 3 is an aerial photograph of the property taken from the southern direction.

**Figure 2 – The application site**



**Figure 3 - Aerial photograph of the application property (taken from Google)**





17. The ground floor of the building has operated for many years as a retail pharmacy, and its upper floors are in residential use.
18. Above the building's ground floor entrance, which addresses Laurence Corner but is located within the south facing Drummond Street elevation, there is a blank gable wall at the upper levels which features no fenestration or other items of architectural interest or detailing. This application proposes the painting of a temporary community artwork upon that section of wall. Figure 4, below, indicates the extent of the proposed display area, which would measure 11.3 metres in height and 10 metres in width.

Figure 4 - Southern façade featuring proposed display area



19. The site is in a busy, central location, surrounded by active street frontages comprising various uses including offices, retail, restaurants and cafes. The locality displays numerous examples of diverse signage and other advertisements. The property is not Listed, nor is it within a Conservation Area (see Figure 5, overleaf). There are no Listed buildings nearby whose setting would be affected by the proposal.

Figure 5 - Extract from LPA's Historic Environment Map confirming no heritage designations



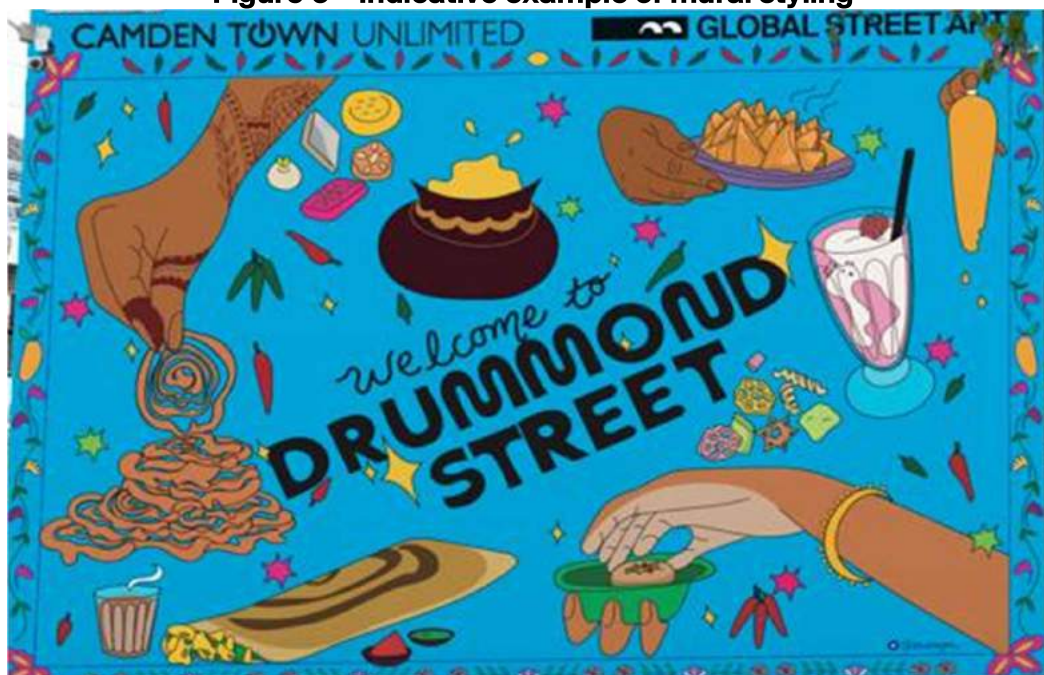
## Details of proposal

20. As outlined above, this application seeks consent for the display of a temporary community mural promoting the local 'Drummond Street - Season of Spice' programme of community events, centred around the Drummond Street area.
21. It is proposed that the mural design will be produced by an appointed artist in consultation with the local community, and will ultimately be 'signed off' by a specially formed community focus group. In view of the collaborative nature of the project, work to produce the final design has not yet reached a conclusion, on the basis that the project will only progress in earnest once the LPA has granted necessary advertising consent.
22. Whilst the design of the mural has not therefore been finalised, and as such cannot be formally submitted alongside this application, it is expected that the mural will bear the words 'Welcome to Drummond Street' and, in view of its association with the Season of Spice event, would also feature illustrations relating to the area's rich culinary heritage. The final design would also bear the corporate identities of the partners responsible for

curating the project, these being Camden Town Unlimited, Euston Square and Global Street Art.

23. It is appreciated that the absence of a proposed design is not ideal at this stage, however it remains the case that until the grant of advertising consent is in place, it is not viable for the design aspects of the project, in particular the appointment of an artist and a community panel to oversee and agree the design, to progress further. In order to provide some idea of the nature of the mural, and also the proportion of the display which would be given away to the logos of the project curators, an example design is included below at Figure 6.

**Figure 6 – Indicative example of mural styling**



24. As Figure 6 indicates, almost the entirety of the mural's surface would be given away to images and artwork relating to the 'Drummond Street - Season of Spice' community festival, and the level of sponsorship branding, which would also be likely to include, in the final design, that of the local BID and also GSA, would be very much subservient and incidental to the main piece.

25. It is also proposed, in order to fund the project, that two further sponsored murals be painted during the overall 12-month life of the consent which is sought. These murals would again be street-art focussed, but would feature a limited amount of corporate branding (the size and position of which may be controlled under the terms of the

consent) belonging to the project sponsors. It is therefore proposed that a 12-month temporary consent be granted, with the Season of Spice mural being displayed continuously for 6 of those 12 months, and two sponsored murals each being displayed for 1 month, within the 12 month period. Further clarification and discussion on how this would be expedited in practical terms, is welcomed during the life of this application.

26. The proposed murals would be non-illuminated and, following the expiry of the permitted display period, would be painted over in a neutral colour, restoring the gable wall to its previous appearance. The murals would therefore disappear, without a trace, upon the expiry of the temporary consent which this application seeks.

## Photographic Survey

### I. View of application site from the south, on Hampstead Road





- II. View looking eastward from Drummond Street, across the junction between Drummond Street and Hampstead Road



- III. View when travelling westwards on Drummond Street, towards the junction with Hampstead Road



# Background and planning history

27. There are no relevant previous planning applications relating to the proposal site. However, the application wall was historically used for the display of a '48 sheet' backlit billboard, as can be seen below at Figure 7. It is considered that the proposed temporary display of hand painted community mural would be well-received locally and would make a positive contribution to the visual amenity of the area in comparison with the unsightly billboard advertising which was permitted here previously.

28. The image provided at Figure 7 also confirms that the building historically displayed traditional, hand painted signage akin to that which this application also brings forward. The image shows hand painted signage both to the Hampstead Road and Drummond Street elevations, which originally advertised 'Theatre Costumes for Hire' and also a directional sign showing the route along Drummond Street to 'the Mystic Maze'. This proposal would therefore be respectful of the building's history of displaying hand painted artwork, including an aspect of advertising content.

Figure 7 – Historic use of the wall for advertising and artwork



# Planning policy and the principle of development

29.Despite this project being a community-based initiative, understandably the proposal 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) (2023)

30.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 solely with providing a vibrant, artistic display showcasing the work of a local artist, whilst also promoting a community festival and, with it, local businesses.

31. 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 (Paragraph 86).

32.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 would accord with the spirit of Paragraph 136, in that it presents an opportunity to create an artistic feature, albeit with a small element of advertising, which would make a positive contribution to the street scene and add to a sense of place, whilst also promoting local business and culture. The use of hand painted displays 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.



33. In this regard, expansive academic research has demonstrated that world class murals and street art have 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).

34. 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

35. 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”.

36. 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”.

37. 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.

38.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’.

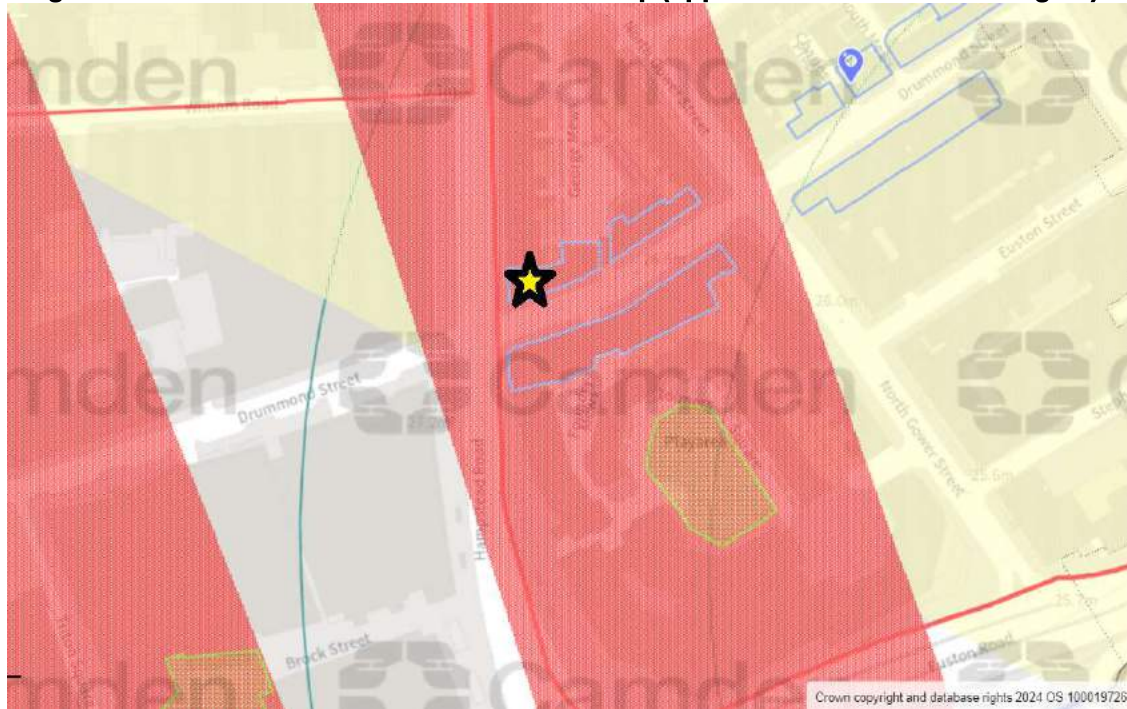
39.Again, it is considered that the proposed display of a hand painted community advertisement would be in line with the spirit of the advertising regulations, making a positive contribution to the streetscape by adding colour and a sense of visual interest, whilst also encouraging business growth in Drummond Street and beyond. This approach is consistent with the relevant legislation and would maximise the benefit to the local community of this temporary addition to the streetscape. Naturally, however, Euston Town BID is open to dialogue during the life of this application regarding any aspect of the proposal which may present a concern.

## Local planning policy

### Camden Local Plan (2017)

40. The Camden Local Plan (CLP) 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.
41. In this case, the application site is not adversely affected by any planning policy designations or restrictions within the CLP which are relevant to this proposal. Figure 8, overleaf, is an extract from the local Camden Policies Map. It confirms that, other than being located with a designated local centre, and within the zone of influence of a protected vista, the site is not the subject of any special planning designation.

**Figure 8 - Extract from the Camden Policies Map (application site indicated in gold)**



- 42. 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.
- 43.** The proposed temporary display of a hand painted mural on the application wall is considered to be respectful of local context and character, particularly given the presence of existing signage and advertising all along both Hampstead Road and Drummond Street. The proposed mural would integrate well with the surrounding environment, which is already lively in visual and sensory terms. It is considered that the scale and style of the proposed mural would be appropriate in this location, without being overly prominent or dominating the street scene. Also, unlike billboards and other forms of outdoor media, at the expiry of the requested temporary consent, the wall would be returned to its current neutral colour, or repainted to display a further piece of community art, should the LPA prefer that option.
- 44. 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 work to be commissioned by the local

BID and painted upon the wall would respect the character both of the host building, and of the street scene.

45. The proposed mural would be of the highest available 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**

46. 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*

47. 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 temporary display of a hand painted community mural upon the application wall represents an opportunity to promote local businesses, without altering the fabric of the host building in any way, and without causing any detriment to the visual character of the locality. The proposed display would be in keeping with the feel of the surrounding character, and would be removed at the end of the proposed display period, with the wall being either painted a neutral colour or used to display further community art should the LPA wish.

48. 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, GSA is an artistic organisation, being concerned primarily with its mission of creating 'painted cities', and regularly commissions work by some of the world's most exciting street artists. This proposal represents an opportunity to bring artwork of global standing to this area of Camden, whilst simultaneously promoting a programme of community events being supported by



the local BID, and thereby supporting and encouraging local businesses. It is therefore unique in that respect, and would be of great benefit to the 'surrounding environment'.

## Other material considerations – Public Safety

45. Whilst it is appreciated that the LPA will consult with its own highway engineers regarding the potential impact of the proposed artwork upon public safety, it is considered that no danger would be presented either to drivers or pedestrians as a result of this proposal.
46. The application wall is only visible from certain vantage points on Hampstead Road and Drummond Street. Vehicular traffic on both of these streets is generally slow moving, being heavily regulated both by speed restrictions and traffic lights.
47. When travelling northwards on Hampstead Road towards the site, the application wall only becomes visible on the approach to the junction with Drummond Street, at which point drivers will almost always need to stop, or at least slow right down, before advancing further. The effect of the traffic restrictions when approaching from this direction on Hampstead Road is therefore to slow traffic to the point that the appearance of artwork upon the wall would not represent a dangerous distraction. Traffic on this stretch of road is also restricted to a limit of 20 miles per hour, again slowing the speed of vehicles when approaching the application wall. Figure 9, below, shows that when approaching the site from a southerly direction, the application wall reveals itself gradually and over some distance, at which point vehicles are generally stationary, or at least slowing, due to traffic.

Figure 9 - View of site when travelling northward on Hampstead Road



48. When approaching the site from the east on Drummond Street, the application wall runs parallel with the highway, being visible only at an acute angle. Traffic here is also restricted to 20 miles per hour and regulated by traffic lights, meaning again that drivers would either come to a complete stop, or slow down significantly, when passing the application wall. Figure 10, below, shows a motorist's view when approaching the site from the east on Drummond Street.

Figure 10 - View of site when travelling westward on Drummond Street



49. Finally, the wall is also partially visible when approaching the site from a westerly direction, on Drummond Street, towards the junction with Hampstead Road. Traffic on this section of highway is limited to 30 miles per hour, rather than 20 which is the case elsewhere surrounding the site. However, the configuration of the junction is such that the application wall is not clearly visible when approaching the site from the west. Figure 11, overleaf, shows the view when approaching the site from the west and confirms that the wall is not visible to the extent that drivers would be able to register the content of the proposed mural. This relationship therefore poses no safety issue in terms of creating a distraction to oncoming drivers.

**Figure 11 - View of site when travelling eastward on Drummond Street**



50. In addition to the adjacent highway layout being amenable to this proposal, it is also considered, on the basis that no illumination or moving imagery are proposed, that the mural to be temporarily displayed on the wall would not create a visual distraction, but would assimilate well in the surroundings. Further, the nature of the proposal is such that no apparatus or supporting structures which would overhang the public highway would be required, unlike the use of fascia signs, billboards and digital screens, all of which require associated paraphernalia. The wall would simply be cleaned and prepared, and the design painted onto it. Then, upon the expiry of the temporary consent, it would be once again painted over.

51. 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

52.The use of this wall for the temporary display of a hand painted community mural has been shown to be compliant with national and local planning policy and guidance. This proposal represents a superb opportunity to introduce an attractive artwork to this part of Camden, bringing together the local area's artistic and business communities to celebrate the 'Drummond Street - Season of Spice', whilst creating visual interest and supplementing the existing vibrancy at this bustling intersection between Hampstead Road and Drummond Street.

53.It is also proposed, in order to fund the project, that two further sponsored murals be painted during the overall 12-month life of the consent which is sought. These murals would again be street-art focussed, but would feature a limited amount of corporate branding (the size and position of which may be controlled under the terms of the consent) belonging to the project sponsors. It is therefore proposed that a 12-month temporary consent be granted, with the Season of Spice mural being displayed continuously for 6 of those 12 months, and two sponsored murals also each being displayed for 1 month, within the 12 month period. Further clarification and discussion on how this would be expedited in practical terms, is welcomed during the life of this application.

54.The proposed community mural would create a distinctive temporary artistic feature on this section of Hampstead Road, adding to a sense of place. The proposed artworks would be unlit, and would comprise entirely hand-painted, static artwork, thereby posing no threat to public safety or to visual amenity.

55.On this basis, the LPA is invited to lend its support to this project, and to grant the requested temporary Advertising Consent permitting the display of branded artwork for a period of six months, commencing upon the date of first display.