

Date: 08/11/2024  
Your Ref: PP-13529283  
Our Ref: 7470

**DWD**

69 Carter Lane  
London EC4V 5EQ

Development Management, Regeneration and  
Planning  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

Dear Sir or Madam

**APPLICATION FOR ADVERTISEMENT CONSENT AT HALO BUILDING, 1 MABLEDON PLACE, LONDON WC1H 9AX**

We write on behalf of our client, HSL (FM) LLP, to submit an advertisement consent application to Camden Council in connection with the replacement of 1 totem sign at Halo Building, 1 Mabledon Place, London WC1H 9AX (the '**Site**').

An advertisement consent application has been submitted via the planning portal, for the following works:

*"Installation of 1no. internally illuminated totem to replace the existing totem on Mabledon Place"*

The works are proposed to upgrade the existing totem sign that sits adjacent to the building's main entrance on Mabledon Place, and which is associated with HSL's occupation of the Site.

**Application Submission**

This Covering Letter provides details on the proposed development's design and includes an assessment against planning policy. In addition to this document, a number of additional plans have been submitted, these are as follows:

- Application Form;
- Advertisement Drawings, prepared by KB ARCHITECTS LTD:
  - Site Location Plan (drawing ref. HALO-A-DR-00-1000-P03)
  - Site Plan (drawing ref. HALO-A-DR-00-1001-P03)
  - Halo - External Signage (drawing ref. HALO - A - DR - 00 – 6705 – P01)
  - Elevations - External Signage (drawing ref. HALO-A-DR-00-6706-P01)

### The Site

1 Mabledon Place, known as The Halo Building, is located within the London Borough of Camden (LBC), on the corner of Euston Road, Mabledon Place and Flaxman Terrace. Euston Road (A501), which runs along the north side of the site, is designated as a London Red Route by TfL.

1 Mabledon Place is a large office block purpose- built in the 1970s for UNISON (then NALGO). The building has been subject to extensive refurbishment since 2011 to provide high quality office and laboratory accommodation. TDL now occupy 1 Mabledon Place as their UK headquarters. HSL also occupy parts of the building.

The surrounding area is characterised by a mix of uses including commercial, healthcare and education, retail and residential. To the west of the site is a 6-storey property, fronting Euston Road, which is in use as a hotel and occupied by Premier Inn with no active frontage. On the opposite side of Mabledon Place, are commercial premises with Class E units at ground floor level, on the corner of Euston Road.

The subject property has excellent public transport accessibility, with a PTAL value of 6b. It is located less than 450m from both Kings Cross and Euston Rail and Underground Stations and is also close to a number of bus routes. Importantly for TDL is also close to medical customers in W1, WC1 and Euston's established and growing knowledge and research hub.

The property falls just outside of the Bloomsbury Conservation Area, which lies to the south of the site.

This application relates only to advertisement consent that is required by our client to upgrade the existing totem sign outside the main building.

### Planning History

Table 1.1 below identifies the planning history for 1 Mabledon Place, as acquired from the Council's online planning application portal. The Site has a substantial planning history due to the upgrade works, therefore applications dated prior to 2014 have been omitted from the below table.

**Table 1.1 – Planning History**

Application Reference	Description of Development	Decision and Date
2017/5269/P	Installation of two roller shutter doors to two ground floor fire exits on Euston Road.	Granted 14-11-2017
2017/1046/P	Details of hard and soft landscaping of level 3 and 6 roof terraces required by condition 6 of planning permission 2011/4653/P granted on 23.12.11 for extensions and alterations to existing office block.	Granted 17-03-2017
2015/7251/P	Installation of air-handling units and associated acoustic screen enclosure and access ladder on the 'level 6' roof facing Euston Road	Granted 19-04-2017

2015/4641/P	Variation of condition 14 (development in accordance with approved plans) of planning permission ref 2011/4653/P dated 23/12/2011 for extensions and alterations to existing office block (as further amended by a Minor Material Amendment ref 2013/3522/P dated 23.9.13), namely to allow reconfiguration of basement internal layout and reduction of approved car spaces from 9 to 2.	Granted Subject to a Section 106 Legal Agreement
2014/5858/P	Details of additional new external ventilation and air-conditioning roof plant required by condition 9 of planning permission ref 2011/4653/P dated 23/12/11 for extensions and alterations to existing office block.	Granted 13-11-2014
2014/4691/P	Details of all external ventilation and air-conditioning roof plant required by condition 9 of planning permission ref 2011/4653/P dated 23/12/11 for extensions and alterations to existing office block.	Granted 13-11-2014
2014/3939/P	Details of hard and soft landscaping of forecourts required by condition 6 of planning permission 2011/4653/P granted on 23.12.11 for extensions and alterations to existing office block.	Granted 30-09-2014
2014/2942/P	Change of use from flexible use within Classes A1/A2/A3 to flexible use within Classes B1/A1/A2/A3 of new ground floor commercial unit facing Euston Road as approved by planning permission dated 23.12.11 (ref 2011/4653/P) for Extensions and alterations to existing office block.	Granted 02-07-2014
2014/3212/P	Details of security cameras, alarms and lighting to facades (condition 3); and of 'swift bricks' and 'sparrow terraces' to facades (condition 15) as required by planning permission (2011/4653/P) dated 23/12/2011 for extensions and alterations to existing office block.	Granted 13-06-2014
2014/1749/P	Approval of details of new architectural features, cladding, balustrades, screens, fenestration, materials etc. as required by condition 2; details of means of enclosure (gates and balustrades) only as required by part condition 6; details of green and brown roofs as required by condition 12; all attached to planning permission ref 2011/4653/P (dated 23/12/2011) for extensions	Granted 14-04-2014

	and alterations to existing office block to include 13,116 sqm of Class B1a and 182 sqm of Classes A1/A2/A3.	
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### The Doctors Laboratory (TDL)

The Doctors Laboratory (TDL) was established in 1987. TDL is the largest independent provider of clinical pathology services in the UK, with two hub laboratories in central London and Manchester. The two hubs support TDL's national network of laboratories throughout the UK. Their pathology services extend to hospitals, laboratories and clinical practice in the NHS and Independent Healthcare Sector. TDL currently occupies a number of premises in London.

In 2003 TDL partnered with University College London Hospitals NHS Foundation Trust (UCLH), and in 2015, formed Health Services Laboratories (HSL). HSL is a medically led laboratory with a reputation for excellence in providing quality accredited pathology services to their partner NHS Trusts and their customers. HSL is a partnership between The Doctors Laboratory, Royal Free London NHS Foundation Trust (the Royal Free London) and University College London Hospitals NHS Foundation Trust (UCLH).

### Proposed Applications

This advertisement consent application seeks approval for:

"Installation of 1no. internally illuminated totem to replace the existing totem on Mabledon Place":

The proposal comprises of the following:

- 1 x internally illuminated totem sign (2980mm x 600mm x 170mm)

The totem sign will be located on Mabledon Place and will display the buildings address and HSLs corporate logo to both direct visitors and those passing by to the buildings main entrance.

The sign will be internally illuminated in cool white and as the submitted Nighttime CGI illustrates the illumination will include the logo, lettering and also side panels. The illumination will be static.

Full details of the proposed advertisement are included within the submitted drawings.

### Policy and Legislative Context

In accordance with Section 38 (6) of the Planning & Compulsory Purchase Act (2004), applications for planning permission should be determined in accordance with the development plan unless material considerations indicate otherwise. The adopted Development Plan for the Site is:

- The London Borough of Camden's Local Plan (2017) ("Local Plan"); and
- The London Plan (2021).

In accordance with the National Planning Policy Framework ("NPPF") (December 2023), the policies contained in the NPPF must be taken into account in preparing the development plan and is a material consideration in planning decisions.

For planning purposes, 'advertisement' is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as: "any word, letter, model, sign, placard, board, notice, awning, blind, device

*or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”*

The key planning considerations affecting the Proposed Development include amenity and safety. The relevant policy background and considerations (including amenity, safety, and design) are set out below.

### **Planning Policy Assessment**

Local Plan Policy D1 (Design) states that the Council will seek to secure high quality design in development. Relevant to this application, the Council requires that development:

- Part (a) respects local context and character;
- Part (b) preserves or enhances the historic environment and heritage assets;
- Part (e) comprises details and materials that are of high quality and complement the local character;
- Part (f) integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible, and easily recognisable routes and contributes positively to the street frontage; and
- Part (g) is inclusive and accessible for all.

Local Plan Policy D4 (Advertisements) 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 Council will support advertisements that:

- a. preserves the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;
- d. contribute to street clutter in the public realm;
- e. cause light pollution to nearby residential properties or wildlife habitats;
- f. have flashing illuminated elements;
- g. or impact upon public safety.

### **Design**

The proposed replacement has been designed to be complementary to and preserve the character of the local area and the public realm. The size, location and materials which are detailed within the supporting drawings are of high quality. The dimensions of the replacement totem sign and its location when compared to the existing totem will be like for like. The replacement totem will ensure better engagement with passing pedestrians and visitors.

The signage is important to the use of the Site, as it will allow the Site to be visible to passers-by, establish the Site as the headquarters for TDL, which will fundamentally help support the long-term economic success for the operator and the Site. The location of the proposed fascia signage is typical of this type of development, and it will not have a garish or overbearing impact on the locality.

The Site is not located within a conservation area however it is adjacent to the Bloomsbury Conservation Area. Given the modest design and that the proposed totem is to replace an existing totem it is considered that the signs will have a neutral impact to adjacent conservation area.

### ***Amenity***

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

The proposed replacement signage is of a high-quality design focused on integrating with the public realm, to create a complementary fixture that sit seamlessly within the wider environment. The modern yet simple text offers an interesting visual aspect to the totem.

The proposed signage is not considered to constitute as clutter as it merely upgrades the existing totem at the Site, in the same location as existing. The proposal seeks to activate the space and create a more engaging environment for occupiers and visitors. The signage has also been strategically located so as to not cause any issues to any neighbouring residents nearby.

### ***Public Safety***

Factors relevant to public safety and this proposed development includes the safety of persons using the highway and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The proposed advertisements will feature internal illumination. It is proposed that the totem would be internally illuminated in cool white with a luminance level of 230cd/m<sup>2</sup>. The brightness would not unduly dominant the street scene, cause light pollution that disturbs residents at night, cause light pollution to wildlife habitats, or cause safety hazards to drivers.

In terms of the impact upon the public realm, the proposed fascia signage is located close to the building façade and on land that falls within the tenants demise. It would not cause a physical obstruction to pedestrian activity. It is intended for wayfinding purposes and replace the existing totem identifying the Halo Building.

Based on the above the signage would not impair sight lines to road users, reduce the effectiveness of a traffic sign or signal, result in glare and dazzle or distract road users, disrupt the free flow of pedestrian movement; or endanger pedestrians forcing them to step on to the road

It is therefore considered that the replacement advertisement in the area, would not have a detrimental impact upon the character of the building, or the wider street scene. The proposal is therefore considered to be in accordance with Policies D1 and D4 of the Local Plan.

### ***Cumulative Impacts***

The proposed signage is minimal and considered to be appropriate for the size of the Site. The signage is well sized and will therefore not result in clutter at the Site. The totem also replaces an existing totem resulting in no additional signage at the Site from existing. The installation of the proposed replacement totem signage is therefore deemed to be acceptable.

### **Conclusion**

This application seeks advertisement consent for the replacement of 1 totem sign located on Mabledon Place, adjacent to the Halo Building. The purpose of this installation is to identify the Site and provide wayfinding information so pedestrians and visitors can locate the building within the public realm with ease; and identify TDLs occupation of the building.

The above works are deemed to be appropriate to the surrounding area and host property, while also respecting the relevant planning policy. As a whole, we consider that for the reasons given above, the advertisement consent for external alterations should be considered as acceptable and, as such, should be approved.

We trust that this application contains sufficient information to validate the application as soon as possible, and we look forward to receiving your decision within the statutory determination period. However, if you require any further information please do not hesitate to contact Clare Bambury ([clare.bambury@dwd-ltd.co.uk](mailto:clare.bambury@dwd-ltd.co.uk) / 020 7489 4896) or Emma Penson ([emma.penson@dwd-ltd.co.uk](mailto:emma.penson@dwd-ltd.co.uk) / 020 7332 2115) of this office.

Yours Sincerely,



**Clare Bambury**

**Planner**

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