

Proposed display of hand painted murals –

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

Amendment to extant consent – LPA reference 2023/2710/A

Design statement

Statement prepared on 20th November 2024 by Richard Jewkes BSc DipTP MA,

Simpatico Town Planning Limited (Company no. 12179896)

simpaticotownplanning@mail.com

All contents of this document are property of Simpatico Town Planning Limited and protected by copyright.

This Statement is submitted in support of an application by Java Properties International Ltd ('the Applicant') working with Euston Town BID which seeks to adapt the current Advertising Consent for the display of Hand Painted Murals on a gable wall at 'Green Light Pharmacy', 62-64 Hampstead Road, London, NW1 2NU. The application seeks the grant by the Borough of Camden Council ('the LPA') of a thirty six-month advertising consent for the display of various managed artworks upon the wall. In particular, the application is submitted in order to facilitate the display of 3 community-led art murals, to be curated by Euston Town BID, the Business Improvement District ("BID") for the locality (at no financial cost to the BID or the local community). The consent which is sought would be based on an established project model, which is already supported by the LPA elsewhere in Camden.

This application seeks to amend and enhance an extant Advertising Consent which is already in place at this site, having been granted by the LPA on 5th July 2024. The existing consent, granted under LPA application reference 2024/1013/A (a copy of which is appended to this Statement at Appendix 1), permits the use of the wall for the display of a hand-painted mural, based on a community design, for a period of twelve months from July 2024 to July 2025 – the design of which is now deemed obsolete, the BID needing to change it. The consent was granted subject to the usual five standard advertising conditions, and also to an additional condition (numbered 6) which limited the consent to twelve months, rather than the standard five years.

Having reflected further, following the issuing of the extant consent, upon the nature and extent of the project, the Applicant and Euston Town BID request the scope of this project to be widened, to further maximising community benefit. More specifically, the possibility of replicating an existing project model, already in operation within Camden with the support of the LPA, has been considered. This alternative model would facilitate the display of at least 3 community mural designs over a proposed 36 month consent period, rather than the single, fixed design [already supported by the LPA under the extant consent].

It is therefore now proposed to display at least 3 community murals upon the application wall, designed by and in consultation with local people, across the life of the consent. The costs of funding the design, management, and painting of the community artworks would be met through revenue generated by the occasional use of the wall for the display of a 4 week-long, sponsored mural, which would feature limited branding and always art led, painted imagery.

This amended proposal would therefore bring about the display of at least 3 self-funding community-centric artworks at no cost to the Euston Town BID or the local community. This project model has been successful elsewhere across London and the UK, including in London Borough of Camden, in securing enhanced amenity for local communities, whilst ensuring the repair and maintenance of walls and public infrastructure which could otherwise have been vulnerable to dilapidation and tagging, without any funding from public resources being required.

It is proposed that all murals to be painted onto the wall would be temporary, in essence. In the main, the content of the community displays would be concerned with promoting local community projects and events, particularly a celebration of Drummond Street's community and identity, with the aim of fostering enhanced community engagement and cohesion. All murals would be painted by hand, which is considered to be an appropriate method and style for central locations where historic buildings are often present. Indeed hand painted advertising is already approved as appropriate on this wall. Global Street Art provide this painting service, having curated the London Mural Festival in 2020 and 2024, along with perennial 'Art for Estates' and 'Building Sights' programmes across London – they will deliver each project with full £10M public liability insurance, risk assessment (to ISO19001 standard) and management of recycling (to ISO 14001 standard).

Proposed amendment to the extant Consent

In summary, this application proposes to amend the extant consent, expanding the project in a more ambitious way, to deliver three (3) community murals, self-funded by occasional use of the wall for a 4 week sponsored mural – meaning the project has no cost to the BID or local community, (rather than the previously approved one (1), proposed across a 36 month period.

Existing consent based on the same proposal – LPA reference 2024/2035/A

This proposal replicates the model of an existing consent, already up and running in Camden, which has received the backing of the LPA. The existing established site, which is a railway abutment wall on Chalk Farm Road, adjacent to the Camden Lock market entrance, has now been operating for almost three years, having been most recently renewed in June 2024 under application reference 2024/2035/A; the third year of its renewal.

The consent permits the display of a mixture of community artworks, which follow each 4 week sponsored mural, which are commissioned in order to generate revenue which funds the design and execution of the community works.

It is considered that this ongoing project near Camden Lock has been successful (see Tony Young who has been kept informed for three years) – with only three '4 week' sponsored murals being needed in the 36 month period to fund the BID projects. This approach has been successful in securing enhanced amenity for local communities. With this example Camden Town Unlimited works were related to promoting its Camden High Line projects and Camden Town 'inspire' September event, also ensuring the repair and maintenance of the wall, without the need for funding from public resources, (again, at no cost to the BID or local community).

All of these characteristics are considered to be applicable to this current proposal, which instead will focus on creating a celebratory entrance to Drummond Street that supports the business community and celebrates

heritage, enabling the Applicant, as the locally elected BID, in performing its function as a local community champion without cost to the community.

The LPA is therefore invited to lend its support to this proposal, which seeks to amend and enhance an existing consent, maximising the public benefits of the proposed use of the wall. Accordingly, the LPA is invited to grant the requested temporary Advertising Consent.

Euston Town x Art installation proposal

Hampstead Road, Drummond Street Mural programme.

Euston Town BID proposes to design at least three murals over a 36 month period to be painted on to the wall of Laurence Corner, Drummond Street, Starting Spring 2025. The installations will reflect one of the central objectives of Euston Town BID – to reflect the identity of Drummond Street, draw footfall to the area and support businesses there by creating vibrant and celebratory entrances. This is a key tactic in uplifting the public realm which is badly impacted by HS2 construction and means the business community struggles to attract footfall.

The art pieces will be co-designed with any local community members and business owners who would be interested to take part. and will be paid London Living Wage for taking part in creative workshops. A lead artist will be commissioned by the BID to translate those sessions in to a design which we will then pass on to trained, insured competent muralists (London Mural Festival curators Global Street Art) to paint.

Our design process will be:

1. Open call to commission artist or designer
2. Open call for creative participants – the Green Loop Neighbourhood Designers
3. 2 workshops run to co-design the concept and explore some artistic skills
4. Artist recording process and designing along the way, presenting to the group the ideas they have for workshop 2 so there is a chance for feedback
5. Artist sends participants the final design
6. Neighbourhood Designers invited to unveiling of the mural

