

4 February 2015

The Savills logo consists of the word "savills" in a lowercase, sans-serif font, colored red, set against a solid yellow rectangular background.

Development Control  
Planning Services  
London Borough of Camden  
Town Hall  
Argyle Street  
London  
WC1H 8ND

Nigel Dexter  
E: [ndexter@savills.com](mailto:ndexter@savills.com)  
DL: +44 (0) 20 7420 6374  
F: +44 (0) 20 7016 3769

33 Margaret Street  
London W1G 0JD  
T: +44 (0) 20 7499 8644  
[savills.com](http://savills.com)

Dear Sir/Madam

**Linton House, 39-51 Highgate Road, NW5 1RT**  
**Application for Consent to Display an Advertisement**

On behalf of the applicant, Norman Linton (Holdings) Ltd, we write to submit an application for consent to temporarily display an advertisement at the above site. Specifically, temporary consent is sought for:

*Display of street level hoardings to Carkers Lane, Highgate Road and Greenwood Place elevations of the existing building for a temporary period during construction works on site from 1 March 2015 until 31 March 2016*

Please note that given there will be breaks within the hoardings on each of the three elevations to maintain access to the building, the hoardings are split into a total of eleven sections. Details of each section are provided within this application.

A plain shroud to the scaffolding across the upper floors of the building will also be erected and as such is shown on the submitted drawings. However, given that this shroud features no branding or imagery then advertisement consent for this element is not required. It is therefore shown for information only.

Consent to display this advertisement is sought in part to provide an improved appearance to the site during the ongoing construction programme. This would be a temporary advertisement and it would be removed prior to completion of the construction works.

In support of this application, in addition to this covering statement please find enclosed the following:

- The relevant application form;
- A site location plan; and
- A design document containing plans, elevations and images of each of the proposed hoardings; prepared by Brave New Word

A cheque for the relevant application fee of £385 will be submitted separately by post.

## Planning History

The application site has an extensive recent planning history for the redevelopment of the building to provide residential development, as follows:

Reference	Description	Date	Decision
2014/4533/P	Replacement of windows on all elevations	25-07-2014	Granted
2014/4620/P	Change of use from offices (Class B1a) to residential use (Class C3) at 2nd floor level to provide 13 units (5 x 1, 7 x 2, 1 x 3 bed units).	23-07-2014	Granted subject to s106 agreement
2014/4619/P	Change of use from offices (Class B1a) to residential use (Class C3) at 4th floor level to provide 12 units (4 x 1, 6 x 2, 2 x 3 bed units).	23-07-2014	Granted subject to s106 agreement
2014/4618/P	Change of use from offices (Class B1a) to residential use (Class C3) at 1st floor level to provide 13 units (5 x 1, 7 x 2, 1 x 3 bed units).	23-07-2014	Granted subject to s106 agreement
2014/4616/P	Change of use from offices (Class B1a) to residential use (Class C3) at 3rd floor level to provide 12 units (4 x 1, 6 x 2, 2 x 3 bed units).	23-07-2014	Granted subject to s106 agreement
2013/3494/P	The erection of an additional floor at roof level to provide 8 residential units (2 x 1 bed, 5 x 2 bed, 1 x 3 bed), and a ground floor rear extension to accommodate a new entrance, cycle and refuse storage and installation of condenser units and enclosures at roof level.	19-06-2013	Appeal Allowed

The hoarding to which this application relates will be erected during the time that works are undertaken to implement the approved development and alterations to the building.

## Site Context

Linton House is a five storey building located on the west side of Highgate Road. The building presents to Highgate Road as a five storey building with a basement storey below. Due to changes in the ground level from the front to the rear of the building and from the north to the south, this basement level is presented as an additional ground level storey on the south and west (rear) elevations.

The building is a red brick Victorian warehouse with a robust architecture and detailing formed through the white parapet with moulding and detailing around the windows. The main public elevation is to Highgate Road, with secondary access via Greenwood Place to the south and Carkers Lane to the north.



***View of Linton House, at the junction of Highgate Road and Carkers Lane***

### **Layout of Advertisement**

At ground level, wooden hoardings will secure the site during the period of works taking place on site. These hoardings will run around the full length of each of the Highgate Road, Greenwood Place and Carkers Lane elevations.

In order to maintain existing access to the building, there will be breaks in the hoarding on each elevation. As a result, there are eleven separate sections to the hoardings. Full measurements for each are provided within the design document submitted, however all sections are 2.4 metres in height and set 1.4 metres forward of the existing building (to enclose the scaffolding)

The largest single logo (on both elevations of the shroud) will be approximately 0.5 metres in length and 0.5 metres in height. The remaining text and logos will be considerably smaller.

All hoardings will have a dark brown base colour. Seven sections will be overlain with a light brown coloured pattern, with the remaining three finished in a solid dark brown. Text will be either light or dark brown, in contrast to the base colour behind it.

Further details are provided on the elevation drawings and CGIs that form part of this submission. Please note that sections of the hoardings are labelled as A – K within the design document, these are records as parts 1 – 11 within the completed application forms.

It should be noted that a plain white scaffold shroud is shown indicatively on the drawings submitted. No advertising is proposed on this shroud and as such it does not form part of the consideration of this submission

### **Policy Context**

General requirements to ensure good design and protect heritage assets are set out under Development Policies DP24 and DP25. Specific guidance for the display of advertisements is set out within Section 8 of CPG1 – Design.

It should be noted that the hoardings will need to be maintained around the site during the construction period regardless of whether this advertising proposal is approved. This design is intended to provide a benefit to the general appearance of the local area during the construction period by replacing a blank hoarding with more attractive imagery, as part of also providing some promotion of the development under construction.

This is a conservative design utilising a very limited palette of colours and does not propose 'busy' imagery and logos. This advertisement will therefore have limited material impact upon the appearance and setting of the immediate local area and neighbouring buildings.

Therefore, although only a temporary addition to the local streetscene this proposal will offer good design and protection to local assets in accordance with Development Policies DP24 and DP25.

### **Materials**

The hoarding itself will be of wooden timber construction. All advertisements will be formed of composite Dibond panels which will be fixed to the hoarding.

### **Fixings**

As noted above, the advertisements will be on Dibond panels fixed to wooden hoardings. These are in turn fixed to the scaffolding that will be erected in order to assist in works on the building. As such, the advertisements will not be fixed directly to the building.

Both the scaffolding and the wooden hoardings will exist and be present regardless of the presence of this advertisement. The proposed advertisements therefore contribute to maintaining the overall appearance of the building during the construction period.

### **Illumination**

The clear majority of the hoarding will not be illuminated. However, two small areas on the Highgate Road elevation (each approximately 1.2 metres in height and 1.75 metres in length) will feature subtle backlighting limited to 150 lumens (or candelas per sq m). This is discreet lighting and will not result in illumination beyond these small sections of the hoarding.

### **Access**

This proposal will have no direct impact upon accessibility.

The scaffold will remain in place throughout the remaining construction period and regardless of the outcome of this application for advertisement consent. As such, this matter is not relevant to this application – the scaffolding will instead be assessed as part of the separate licensing requirements.

Access to the building during construction will be maintained through existing external doors – there will be breaks within the hoardings as necessary to maintain this access.

### **Time Period**

It is proposed to display this advertisement until the end of March 2016.

In the event that the hoardings are removed from the site prior to the end of March 2016, the applicant is happy to agree a condition that the consent to display an advertisement would also cease and the consented shroud would be removed.

This consent would therefore be for a maximum of 13 months. The applicant is aware that if consent for the advertisement beyond this period was required, a new application would need to be submitted.

### **Conclusions**

This application will benefit the immediately surrounding area by improving the appearance of the site throughout the ongoing period of construction. It will effectively screen from view the ongoing works whilst also enhancing the appearance of the site relative to plain wooden hoardings.

The scaffolding and hoardings will have to remain on-site throughout the construction programme regardless of the outcome of this application. It is considered that this proposal will minimise the impact of the appearance of this scaffolding during this time.

I trust that everything is in order. Should you need to discuss this application further, please do not hesitate to contact me as set out at the head of this letter.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Nigel Dexter", written in a cursive style.

Nigel Dexter  
Senior Planner