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Dear Sir/Madam

**Former New End Nurses Home, 29 New End, NW3 1JD
Application for Consent to Display an Advertisement
Planning Portal Reference: PP-05654660**

On behalf of the applicant, New End LLP, 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 non-illuminated hoarding advertisement for a temporary period during construction works on site from January 2017 until January 2019”

Specifically, temporary consent is sought for an advertisement hoarding along the construction site boundary. The hoarding will run along the New End boundary of the application site to advertise the development, provide construction warning and information panels and provide agency contact information. The proposed hoarding would be a temporary advertisement and it would be removed on 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; and
- Hoarding Scheme Proposal document prepared by Pure DNA

The relevant application fee of £385 will be submitted separately.

Planning History and Site Context

Planning permission was granted on appeal in 2015 (Ref.2012/3089/P) for the demolition of the existing building and the creation of 17 residential (C3 units) over lower ground, ground, first, second, third, fourth and fifth floors; creation of new vehicular access and access to basement parking, works to boundary wall, works to hard and soft landscaping; and other incidental works.

Following the discharging of all pre-commencement conditions and legal obligations, demolition of the existing building on the site has recently commenced. A blank hoarding has been erected along the New End street elevation to secure the site.

It is now proposed to apply advertisement to those hoarding to advertise the development whilst still ensuring security and safety during the construction process.

A design for the advertisement had been chosen that will improve the appearance of the site which will provide benefit to the surrounding area before and during construction.

Layout of Advertisement

At ground floor level only, the hoarding with proposed advertisement will secure the site before and during the construction period. The hoarding faces onto the New End street elevation with the site adjoining neighbouring buildings and Christchurch Passage on its other three sides (all sides of the site are secured during construction).

In order to provide access to the site the hoarding ends before the eastern corner of New End and the Christchurch Passage, where an access gate and temporary fence is installed.

Full detailed measurements for each section are provided within the application form. The height of the proposed hoarding is 2,470mm. Header and kickers of 100mm are included within this measurement. The maximum projection from the face of the building will be 10 mm, as it is proposed for the photographs to be projected slightly from the hoarding.

The maximum height of individual letters is 24.6 cm, and the text will be white in colour on a teal background.

Further details are provided on the elevation drawings that form part 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 hoarding will need to be maintained around the site before and 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.

This is a conservative design utilising a limited and in-keeping palette of colours and simply proposes the addition of imagery to provide an artistic and attractive element of the proposed hoarding. This advertisement will therefore have limited material impact upon the appearance and setting of the immediate local area and neighbouring buildings, and the appearance and character of the Hampstead Conservation Area.

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 printed dibond panels.

Illumination

The hoarding will not be illuminated.

Access

This proposal will have no direct impact upon accessibility.

The hoarding will remain in place prior to and throughout the remaining construction period, regardless of the outcome of this application for advertisement consent. As such, this matter is not relevant to this application – the hoarding itself has been assessed as part of the separate licensing requirements.

Access to the building before and during construction will be maintained through an access gate on the eastern corner of the site – the hoarding will finish at this gate to maintain this access.

Time Period

It is proposed to display this advertisement from 01 January 2017 to 01 January 2019

In the event that the works are completed and hoarding is removed from the site prior to January 2019, the applicant is happy to agree a condition that the consent to display an advertisement would also cease and would be removed.

This consent would therefore be for a maximum of 24 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 relative to a plain hoarding.

The hoarding will have to remain on-site throughout the construction programme regardless of the outcome of this application. The addition of a more attractive design is therefore an enhancement of the existing situation.

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 black ink that reads "Savills". The signature is written in a cursive, flowing style.

Charlotte Orrell
Savills