



HTA Design LLP
78 Chamber Street
London E1 8BL

020 7485 8555
info@hta.co.uk
www.hta.co.uk

Planning and Building Development
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

17th July 2019

Chair:
Benjamin Derbyshire
Dip Arch Cantab RIBA

Managing Partner:
Simon Bayliss
MA Dip Arch Dip UD

Partners:
Mike De'Ath
BA (Hons) Dip Arch RIBA FRSA
Colin Ainger
BA (Hons)
Caroline Dove
MA (Hons) Dip Arch RIBA
Sandy Morrison
B Arch RIBA
James Lord
BA (Hons) BLA CMLI
Rory Bergin
B Arch MSc
Lucy Smith
BA (Hons) MSc
Dr Riëtte Oosthuizen
BA (Hons) MA PhD
Simon Toplis
MA Dip Arch
Tim Crowther
BA (Hons) B Arch RIBA
John Gray
B Arch (Hons) Dip Arch RIBA

Directors:
Rajiv Ranjan
B Eng MBA
John Nsiah
BSc (Hons) Dip Arch

Ref: LAZ-SHO

Dear Sir/Madam

Application for Advertisement Consent: Stephenson House, 75 Hampstead Road

HTA Planning are acting on behalf of Lazari Development Holdings Ltd regarding an application for advertisement consent associated with the hoarding at the development site located at Stephenson House, 75 Hampstead Road, London NW1 2PL.

The redevelopment of the site, which includes the extensive refurbishment of Stephenson House, is currently underway in accordance with planning permission 2017/3518/P dated 09/03/18.

Construction hoarding (which itself does not require planning permission as it benefits from permitted development rights) has already been erected around the perimeter of the site. This application is for the associated display of graphics and illuminated lettering on the hoarding, promoting the site to potential occupiers and protecting visitors and passers-by from the ongoing construction activity.

Site Details

The site currently comprises a 7-storey building which predominantly fronts onto Hampstead Road. It contains several uses, including office space (Use Class B1a), a health centre (flexible B1/D1) and a small parade of retail (A1) units along Hampstead Road.

Planning permission (ref. 2917/3518/P) was granted by Planning Committee in September 2017 subject to a S106 Legal Agreement, which was completed in March 2018. The proposal was for the extensive internal and external refurbishment of the building to provide a ground plus 7-storey building containing office (B1) space, flexible office/healthcare space (B1/D1), retail (A1) and 17 residential units. The decision notice and resulting planning consent was issued on 09/03/18. Works to implement this planning consent have now commenced.

The site is not located within any conservation areas and there are no listed buildings on or immediately adjacent to the site, though there are two locally listed buildings on William Road. These are Hampstead House and 7-15 William Road.



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The building has a generous setback from Hampstead Road creating a wide footpath. Part of this footpath belongs to Transport for London (TfL), where Hampstead Road is part of the Transport for London Road Network (TLRN).

Proposal Details

The proposed hoarding advertisements have been split into ten sections. All sections will comprise of red decal-cut geometric pattern graphics on ply-varnished wood, with capped LED lighting along the top of the hoarding panels.

Sections A-E front onto Drummond Street. Sections A-C will display small graphics including the contractor/selling agent logos and the geometric pattern. Section D contains the geometric patterns along with non-illuminated larger lettering (max. height approx. 720mm) which states 'The Lantern' with smaller text underneath stating the website for the development. Section E will contain a non-illuminated CGI graphic of the proposal.

Section F fronts onto the junction of Drummond Street and Hampstead Road. This section will contain illuminated lettering (max. height 990mm) stating 'The Lantern' at a 10mm projection from the wooden hoarding. The development website will be stated underneath in smaller illuminated lettering, but flush with the wooden hoarding.

Sections G-H front onto Hampstead Road, and will contain both a section of non-illuminated larger text stating 'The Lantern' with smaller text, logos and another non-illuminated CGI of the development across these sections.

Sections I-J front onto William Road, both containing small graphics as per the design for the previous panels, however Section J will not contain the capped LED lighting towards the top of these panels.

Six non-illuminated tree wraps are also proposed for the trees along Hampstead Road. These tree wraps will display small text and graphics advertising some of the features of the wider development.

Principle of Development

Paragraph 132 of the National Planning Policy Framework states that "*Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*".

This is echoed in Policy D4 (Advertisements) of the London Borough of Camden's (LBC) Local Plan. In relation to hoardings, Policy D4 also refers to LBC's Advertisements Planning Guidance, which states that the most satisfactory advertisements are those which consider "the character and design of the property; the appearance of its surroundings; the external fabric of the host building". Regarding illumination, this guidance states that the Council will resist the illumination of hoardings where it is a nuisance or out of character with the area.

Impact on Amenity



The proposed advertisements will not contain any bright colours or harsh imagery. The use of a light brown wooden background is considered to blend in with the site's surroundings, and the choice of a red colour for the lettering and trim to the top and bottom of the hoarding panels adds visual interest. It also compliments the use of a red colour across the prominent elevations of the Camden's People's Theatre, which is directly opposite the site.

The illumination of the hoarding will not be a cause of any nuisance where it will not be intermittent or flash in anyway. The containment of the proposed lighting within boxes to the top of the hoarding will minimise any light spill to the nearest residential occupiers opposite the site on Drummond Street (the balconies of these residential units are higher than the proposed points of illumination regardless), as well as those on the other side of the busy Hampstead Road.

The illumination proposed will not be out of character with the surrounding area, which is a bustling part of the Borough owing to its proximity to Euston Station. Section F will comprise the most prominent and visible part of the hoarding, though it is noted that it fronts onto the junction of Hampstead Road and Drummond Street. At this location, it will not have an adverse impact on amenity, residential or otherwise. It is also noted that there is illuminated advertising associated with the Green Light Pharmacy, which is located opposite the site on the corner of Drummond Street and Hampstead Road.

The proposed advertisements will therefore not dominate their surroundings or create an oppressive element to neighbouring properties or local amenity. As such, it is considered that the proposed advertisements will not have a significant negative impact on amenity.

Impact on Road and Public Safety

The proposed advertisements will all be properly maintained in the interests of amenity and highways safety.

All the proposed illumination will be static and will not flash or be intermittent so as to give rise to any potentially dangerous conditions for footway or road users.

The proposed advertisements will be attached to existing hoardings and have a maximum projection of 10mm (Section F). This will not create an obstacle for pedestrians or other users of the footways where it will not protrude onto the usable footway area. This limited projection will also prevent the advertisements sought contributing to street clutter within the public realm.

In light of the points made above, it is not considered that the proposed advertisements will result in any significant adverse impact on road or public safety.

Summary

The proposed advertisements to the hoarding would not have a significant adverse impact on the streetscape of Hampstead Road or Drummond Street in terms of amenity or road and public safety. It is advertising a new development with the local area and is of a high design quality which has considered its



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surroundings. We therefore request that the Council grant advertisement consent for this application.

The following drawings and documents accompany this application:

- Completed application form, prepared by HTA Design LLP;
- Site Location Plan, prepared by HTA Design LLP;
- Proposed advertisements drawings pack prepared by HTA Design LLP.

The application fee of £462.00 has been paid via the Planning Portal.

I trust that all required documentation has been provided so that the application can be promptly validated and registered. In the meantime, please contact me if you require any additional information. I can be contacted on 0207 485 8555 or email me via arjun.singh@hta.co.uk and I look forward to hearing from you.

Yours sincerely

Arjun Singh
Assistant Planner

For and on behalf of HTA Design LLP