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Our ref: NJB/SAWE/KAT/U0014114
Your ref: PP- 12304398

Dear Sir

Land to the west of Royal Mail Sorting Office bounded by Phoenix Place, Mount Pleasant, Gough Street & Calthorpe Street, Camden WC1
Application for Advertisement Consent

We write on behalf of our client, Taylor Wimpey London, to submit the enclosed documents for an application for advertisement consent in respect of Phase 1 of the Mount Pleasant Development at Land to the west of Royal Mail Sorting Office bounded by Phoenix Place, Mount Pleasant, Gough Street & Calthorpe Street, Camden WC1.

Advertisement consent is sought for:

“Display of vinyl stickers on the glazing of the commercial units A1-A4 of the Phoenix Place Development”.

Background

There is an extensive planning history relating to the site dating back to the original consent when full planning permission was granted at the Site under application reference P2013/1423/FUL.

Since that approval, Taylor Wimpey London as the purchaser and applicant has been reviewing the planning permission and have obtained a number of amendments to the original permission with regards to detailed design and programme. The most recent Section 73 amendment application was approved on 31 May 2022 under application reference P2021/1479/S73 for:

“Application for Minor Material Amendments under S73 to vary condition 2 (drawing and document numbers) of planning permission ref P2013/1423/FUL dated 30/03/2015 and as amended planning application ref 2020/1610/S73, dated 24/12/2020 to allow for 34 net additional units within the consented building envelopes and minor changes to layouts and elevations to comply with current building regulations and fire safety for Phase 3 of the Mount Pleasant redevelopment.”

Advertisement consent (ref. 2022/3226/A) was granted on 18 October 2022 for the display of vinyl stickers on the glazing of the commercial units (A1-A4) of the Phoenix Place development. This consent was granted for a limited period until 30th June 2023 or until the premises are sold or let, whichever is the shorter period, at the expiry of which the vinyls hereby approved shall be removed.

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Proposal

Whilst the advertisement consent ref. 2022/3226/A was for a limited period, the advertisements are still in place. This application therefore seeks advertisement consent for the continued display of vinyl advertising on the glazing of the ground floor commercial units named A1-A4 of the Mt Pleasant Phoenix Place development.

In summary, printed vinyl consisting of imagery and text relating to the Phoenix Place development will remain on the commercial windows. The proposed vinyls will be the full size of the ground floor windows, comprising blue backgrounds with white text and relevant imagery. The advertisements are not proposed to be illuminated in any way. The proposed advertisements are shown within the enclosed design document, prepared by Integrity.

The advertisements will be removed two years following the date of determination, or until the premises are sold or let, whichever is the shorter period. This extended period is sought due to the challenging market conditions within the retail market in the central London area. Taylor Wimpey London are yet to lease Units A1 – A4 and are therefore we are seeking to extend the advertisement consent to ensure the area not only continues to present well but also offers an opportunity to advertise the units available.

Planning Policy Considerations

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements only in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- i. The London Plan (2021); and
- ii. The Camden Local Plan (2017).

The National Planning Policy Framework ('NPPF') (as updated July 2021) is also a material consideration.

Camden Planning Guidance 'Advertisement's (2018) and Local Plan Policy D4 require all advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Local Plan Policy D4 states that Camden will support advertisements that:

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

It is considered that the proposed advertisements would be in accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and adopted planning policy and guidance. They are modest in nature, sympathetic to the host building and typical of marketing advertising for developments such as this in advance of occupation. The scale, location and appearance will have no adverse impact on public safety or neighbouring amenity.

The proposals will allow the applicant to advertise the commercial units within the Postmark development thereby helping assure the eventual full occupation of the development.

Application Documentation

In accordance with the validation requirements of Council, we enclose the following documentation in support of this application:

- i. Completed approval of details application form (ref. PP- 12304398), prepared by Gerald Eve LLP; and
- ii. Site Location Plan, prepared by Broadway Malyan; and
- iii. The Postmark Commercial Unit Branding Units A1-A4, prepared by Integrity.

The requisite application fee of £462.00 plus £64 Planning Portal fee has been paid online concurrent to the submission of this application.

We trust that we have provided all the material required for the purposes of validation and therefore await confirmation of the registration and validation of this application shortly. In the meantime should you have any queries regarding this application please contact Samantha Wells (0203 486 3794) or Kathryn Tyne (0203 486 3735) of this office.

Yours faithfully



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