

6 September 2013



Development Control
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Dear Sir/Madam

The Lighthouse Block, 283-297 Pentonville Road and 370-380 Grays Inn Road, WC1X
Application for Consent to Display Advertisement

On behalf of the applicant, UK Real Estate Ltd, we write to submit an application for consent to display an advertisement at the above site.

Specifically, consent is sought for an advertisement to hang from the structure of the crane that will be erected at the site during part of the construction phase of the development that has been permitted at the site.

In support of this application, in addition to this covering note please find attached the following:

- A site location plan;
- Drawing No. 1885-S-016 Rev T5, Cross Section Sheet 1, which shows the proposed location of the advertisement upon the crane to be erected at the site;
- Drawing No. 07/10286, setting out the proposed layout and fixing of the advertisement relative to the crane; and
- An image of the proposed advertisement.

A cheque for £385 to cover the required application fee will be submitted separately by post.

Planning History

Planning permission (Ref: 2008/5358/P) and listed building consent (Ref: 2008/5366/L) were granted in April 2009 for the following development on this site:

'Demolition of existing ground plus three storey building with retention and refurbishment of the facades and "lighthouse" structure at 285-297 Pentonville Road and 372-380 Gray's Inn Road; erection of a 5-storey building, partly behind retained facades, to provide either retail or restaurant uses (Class A1 or A3) at ground floor level, supporting services located at basement level, and Class B1 offices on the 1st - 5th floors; creation of retail 'kiosk' units at ground floor of 283 Pentonville Road and 370 Gray's Inn Road; rebuilding and alterations to 283 Pentonville Road and 370 Grays Inn Road and the replacement of all shopfronts at ground floor level.'

These consents were implemented and remain extant.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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Registered office: 33 Margaret Street, London, W1G 0JD

As part of improving the appearance of the site during the construction programme to complete the approved developments, consent was granted in July 2011 (Ref: 2011/1413/A) for the following:

'Display of hoarding at ground level and shroud covering the entire building with a 1:1 image of the proposed building on the building's western apex and advertisements at first to roof level on the flank elevations.'

A condition was placed upon this consent which limited the display of the advertisements consented for a temporary period of two years. This consent therefore expired after 11 July 2013.

An application to renew this consent has been submitted to the Council and is currently due for determination by 16 September 2013 (Reference: 2013/2776/A).

Current Situation

Following previous delays in the construction programme for the approved development on site, it is currently envisaged that the programme will recommence in late 2013. As part of the construction programme, a tower crane will be erected at the site.

As is common with many cranes of this type, it is proposed to provide an advertisement for the site's developer that will be hung from the rear of the crane's main arm.

Several examples of this type of advertisement can be seen in very near vicinity to the application site, placed upon cranes within the King's Cross development area as shown in the images below.





Given this, the proposed advertisement will not be out of place in any way.

Materials

The advertisement will be made of opal polycarbonate with the actual advertisement provide through the application of a vinyl.

Fixings

The advertisement will be bolted and welded to the crane. Full details are provided with Drawing No. 07/10286 that is submitted as part of this application.

Illumination

The advertisement will be internally illuminated by fluorescent tubes.

Access

Given the height of the advertisement above the public highway, there are no access impacts that result from this proposal.

Time Period

It is currently programmed for the crane to be erected in early January 2014, with it being in place for approximately one year. As such, consent for the advertisement is sought for a one year period, from 1 January 2014 until 1 January 2015.

In the event that the crane is removed from the site prior to the conclusion of this period, the applicant is happy to agree a condition that the consent to display the advertisement would also cease.

This consent would therefore be for a maximum of 1 year. This ensures that the advertisement consented would be temporary in nature.

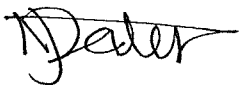
Conclusions

This application seeks consent for an advertisement upon a crane during the construction period for an approved and implemented development. This type of advertisement is very common and several examples can be found in near vicinity to the application site within the King's Cross development area.

The advertisement will have no implications in terms of access or impacts upon the local area.

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, appearing to read "N. Dexter", with a stylized flourish at the end.

Nigel Dexter
Planner