

Heron Place
3 George Street
London W1U 3QG

Tel: +44 (0)20 7563 1000
Fax: +44 (0)20 7486 7796
DX: 42701 Oxford Circus North

www.brecher.co.uk

DATE: 27 June 2012

YOUR REF:

OUR REF: RL/mhc/K99-1

SUBMITTED VIA PLANNING PORTAL

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

Dear Sir/Madam

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Proposed Location: 174 Camden High Street NW1 0NE

Please find enclosed herewith an application for the renewal for display of a non illuminated advertisement shroud on scaffolding form on the first to second floor of the west elevation for a temporary period of 5 months [originally granted from 1 July 2011 to 1 July 2012].

I am instructed to act as the agent in submitting this application on behalf of the applicant King Media Ltd.

In order to assist this application and for the avoidance of doubt you will find enclosed:

- covering letter
- duly completed application forms
- location plan and drawings [schedule of plans attached]
- detailed supporting statement and documents
- schedule of works and a programme of works – provided by Titchfield Group
- application fee - £335

Express consent was granted for the existing display under ref: 2011/1728A for a temporary period of 12 months. As detailed in the original application the refurbishment works are taking place to the property involving works to the upper floor facade and roof. These works are presently continuing.

We are pleased to confirm that good progress is now being made to the works to the building. However this was not the case at the start of the proposed works which has caused delays to this project. Please see the attached supporting statement for further details.

My client now seeks to renew the temporary consent and wishes to extend the period of consent by 5 months only until the end of November 2011. This will allow all the necessary works to the building to be completed to the required standard.

As before this proposal including facade imaging of the building underneath represents an opportunity to enhance the appearance of the scaffold and surrounding area during its temporary period of renovation and provide vital funding for a successful project as seen on many sites that King Media have been involved with in and around London.

PARTNERS Andrew Brecher, Valerie Brecher, Jeremy Abram, Nicky Richmond, Martin Bennett, Redmond Byrne, Emma Glassberg, Bradley Lee, Lisa Mantle, Janice Northover, Bryn Robertson, Steven Ross, George Saade, Belinda Solomon, Victoria Symons, Dominic Whelan.
CONSULTANTS David Brecher, Henry Brecher, James Brand, Michael Broughton, Anthony Hennessy.
CONVEYANCING CONSULTANT Anita Michaelides.

As this is a renewal of an existing consent for the continued display of a temporary scaffold mounted banner, it is considered that there would be no loss to amenity or adverse impact to public safety in this case.

I look forward to receiving confirmation once the application has been registered. My client would be happy to meet the planning officer to discuss matters further if necessary. In the interim if you require any further information then please do not hesitate to contact me.

Yours faithfully



RACHEL LEE

Solicitor

DD: 020 7563 1044

Email: rlee@brecher.co.uk