



718-310-1001.01L-GDF

Planning Department
London Borough of Camden
Town Hall
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UPLOADED TO PLANNING PORTAL

Dear Sir / Madam

Ref: 2009/2695/A 2 Telegraph Hill, London NW3
Revised Application for Temporary Advertisement for housing development

We refer to Camden's refusal of planning application 2009/2695/A. We write enclosing a revised application for a temporary advertisement at number 2 Telegraph Hill, Hampstead.

Please note no additional money has been enclosed as the previous application was refused and is therefore exempt under Camden's Scale of Fees for Planning Applications document 1G.

The consented development (pursuant to planning consents ref 2007/0987/P, 2007/1010/P, 2009/1099/P and 2009/1096/P) is approximately halfway through the construction programme with houses 1 and 2 at the fit out stages and expected to be completed in the next two to three months with the marketing stage due to commence at the earliest opportunity.

The previous application for an advertisement 2009/2695/A was refused on the 10th September 2009 on the grounds relating to Camden's Replacement Unitary Development Plan 2006, sighting sections B4b and B7. Please find enclosed supporting photographs showing examples of hoarding advertisements in the adjacent streets in the Borough to support the application.

Subsequent discussions with the case officer raised objections that the hoarding was too large and concerns regarding the illuminated fascia. All these concerns have been addressed and we attach/enclose drawings 718AD-03-B and 718AD-05-C illustrating our revised proposal for the advertising hoarding, being our submission of a formal application for the erection of this hoarding.

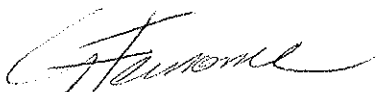
You will note that the hoarding is now much reduced and the fascia is back-lit with the lighting limited to the hours from dawn to 7:30pm in the winter months. It is also located entirely within the curtilage of the site, very much more discreet and is intended as a temporary sign for the development for a period of 1 year.

We trust the uploaded information will enable you to proceed and validate the application as soon as possible.

However, should you require any further information please do not hesitate to contact the PKS office.

We look forward to hearing from you in due course.

Yours sincerely



Graham Fensome
PKS ARCHITECTS LLP