

Camden Council
Planning Department
2nd Floor, 5 Pancras Square
C/O Town Hall
Judd Street
London WC1H 9JE

16th March 2015

Dear Sir/Madam

**Re: Planning Application York Way corner of Freight Lane London
Application for erection of Advertisement Display and Associated Landscaping.**

Attached is a Planning Application made on behalf of KDT Management Ltd for the display of one freestanding internally illuminated advertisement display and associated landscaping on the land on the corner of York Way and Freight Lane London.

The application site is a piece of unused scrap land adjacent to the railway and the surroundings are predominantly industrial and commercial in character.

The recent planning history on this site is that on 23rd June 2014 the applicants submitted a planning application (ref: 2014/4102/A) for a Mega 6 advertisement display measuring 37.5 square metres. This application was subsequently refused on 18th July 2014. As a reason for refusal the Council considered the size of the advertisement to be unacceptable and would be detrimental to the street scene. A subsequent appeal was also dismissed on 8th January 2015 (ref: APP/X5210/H/14/2223406), as the size and height of the advertisement was considered detrimental to the visual amenity of the neighbourhood. The inspector concluded the proposed advertisement would not prejudice conditions of public safety.

However the inspector concluded in paragraph 4 that this industrial area, in York Way, is the type of area within which the Planning Practice Guidance indicates that a large poster hoarding would be permitted.

In an attempt to overcome previous objections, for the current planning application the applicants have therefore reduced the size and height of the advertisement, by more than half (from 37.5 square metres to 18 square metres) in order to address the issues of size and height. We trust that this substantially smaller advertisement will be acceptable to Camden Council.

The current proposal is to erect a freestanding advertisement display measuring 3.0 metres high by 6.0 metres wide (18 square metres) together with associated landscaping. The advertising panel is known as a 48-sheet format and will be a bespoke architecturally designed structure.

National Planning Policies and in particular Planning Practice Guidance Paragraph 079 (updated 06 03 2014) states that an advertisement 'would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.'

We believe this proposal next to the railway line, in this neighbourhood, adheres to these criteria as York Way is a major road and the area has large buildings of a substantial scale.

This proposal represents a substantial investment and the advertisement display is of the highest possible standard. Certainly there is a need and a demand for this type of high quality advertisement display in central London due to the historical removal of many of the lower quality paper and paste traditional advertisement billboards.

We also believe account should be taken of factors which are positive and may be to the advantage of the street scene, such as the proposed landscaping scheme and the advertisement adding appropriate colour and interest to the area. York Way and the safety of pedestrians during the hours of darkness will also benefit from the additional light produced by the advertisement display.

We believe this advertisement will add to the vibrancy of the area by adding colour and visual interest to what is otherwise a typical commercial road and rail corridor with no special architectural or aesthetic merit. The advertising complements the commercial profile of this modern industrial area.

The site is not located in a defined area of Special Advertisement Control and is not within or near to a Conservation Area, which suggests that advertising may be acceptable in this area and believe that the dignity of the area will not be diminished by this proposal.

Should you have any queries regarding the above or attached information please do not hesitate to contact me.

Yours faithfully

Tony Reade