



**PRIVATE AND CONFIDENTIAL**

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**Without prejudice**

Our ref: PT151028

28 October 2015

Dear Sir/Madam

**Hoarding Advertising Application, Parker Tower, WC2B 5PS**

Please find enclosed details to support the application associated with our site at Parker Tower. The hoarding already sits in situ, and our proposal covers the application for the installation of scheme specific advertising associated with our residential proposals which we are in the process of bringing forward. As specified the required fee of £385.00 is attached to this documentation and I confirm that I act on the behalf of the owners of the site to bring forward this application.

The site is currently enclosed by a standard construction hoarding which has been painted green, and has been in position for approximately 6 months. The hoarding line sits within our land holding and the current position was determined following extensive discussions with the local residents, ward Councillors, and also Camden's highways teams.

The hoarding has been sympathetically designed to reflect the prominence of the location, and will not be specifically illuminated principally to protect the amenity of surrounding residents.

The materials proposed for the hoarding are a robust Aluminium composite, and the panels will be flush fitted and securely fastened to the existing wooden hoarding. The site benefits from an existing 24/7 security presence who currently monitor and maintain the base cleanliness of the hoarding and this regime will remain in place during the lifetime of the installation.

The duration of the installation will be tied to the construction programme associated with the wider development of the site. We are currently progressing the development of Demolition and Construction Management Plans with a view to submitting and clearing pre-implementation conditions to allow the commencement of the development early in 2016, and the intention is to complete in late 2017.



**BNP PARIBAS  
REAL ESTATE**

If a site visit is required we would happily accompany and we are also freely able to respond to any requests for further information.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'J. Gillingham', written over a horizontal line.

Jamie Gillingham

Encl:

4 x application forms

4 x site plans

4 x hoarding layout plans

4 x hoarding elevation plans

4 x design detail plans