

6 April 2016

VIA PLANNING PORTAL

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Dear Patrick,

APPLICATION FOR ADVERTISEMENT CONSENT ON TEMPORARY STRUCTURES

LEWIS CUBITT SQUARE, HANDYSIDE STREET / STABLE STREET, KING'S CROSS, LONDON, N1C 4AB

PLANNING PORTAL REF. PP-05026485

On behalf of our client, Produce UK, Savills is instructed to submit an application for advertisement consent on temporary structures at Lewis Cubitt Square, Handyside Street / Stable Street, King's Cross, London, N1C 4AB. The proposed advertisements relate to the branding of a temporary 'fan zone', to include a 'fan dome', for the screening of the 2016 UEFA European Championship ("Euro 2016") and other activities.

Accordingly, please find enclosed:

- Application forms and Ownership Certificates;
- Drawing No 1 Rev 3 (Hyundai Fandome 2016 Existing Site Plan 1:1250);
- Drawing No 2 Rev 3 (Hyundai Fandome 2016 Existing Site Plan 1:500);
- Drawing No 3 Rev 3 (Hyundai Fandome 2016 Existing Site Plan);
- Drawing No 4 Rev 3 (Hyundai Fandome 2016 Proposed Site Plan);
- Drawing No 6 Rev 3 (Hyundai Fandome 2016 Proposed Main Structure Elevations);
- Drawing No 11 Rev 3 (Hyundai Fandome 2016 Proposed Main Structure Elevations).

The fee of £385.00, being the appropriate fee based, is to be paid via the telephone.

A separate application for temporary planning permission has been submitted.

Proposals

Advertisement consent is sought for two advertisements:

- Fabric wrap of the fan dome, measuring approximately 5m x 110m; and
- Fabric wrap of fencing, measuring approximately 1m x 70m.

Given the planned temporary nature of the structures, the advertisements are also temporary to be displayed between 31 May 2016 and 19 July 2016.

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





Assessment

The National Planning Policy Framework (NPPF) (March 2012) and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed advertisement.

Amenity

Given the planned temporary nature of the structures, the advertisements are also temporary to be displayed between 31 May 2016 and 19 July 2016. The advertisements, reflecting the corporate branding of the fan zone, are considered to be of a high standard of design providing temporary visual interest to the structures and the wider fan zone. The graphic appearance of the advertisements, with clouds, sunshine, archway and 'Hyundai Fan Dome' emblem are considered acceptable in the context of the fan zone and its setting. The advertisements are appropriately scaled to the fan dome and fencing. Although large, given their temporary nature they are not considered unduly excessive, obtrusive or harmful to the visual amenity of the area.

The proposed advertisements accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the NPPF. In particular, the proposed temporary signage would not cause harm to the character and appearance of the Regents Canal Conservation Area of the neighbouring listed buildings therefore satisfying Policies DP25 and DP30 of the Camden Development Policies (November 2010).

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicular traffic along Handyside Street or Stable Street. Given the context vehicles typically travel at low speed along these routes and would not be unduly distracted by the proposed advertisements. The proposal therefore raises no public safety concerns.

Summary

The proposal is for the installation of advertisements to temporary structures in association with a fan zone for the duration of the Euro 2016 tournament. The proposal is considered compliant with the necessary regulations, national and development plan policies and it follows that there is full justification for approval of the application and the grant of advertisement consent.

As you will be aware, given the fixed timings of the Euro 2016 tournament, it is critical works start on site no later than 31 May 2016. Accordingly, we are keen to work with Camden Council to ensure the timely determination of the applications.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with you at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,



Rhys Govier
Senior Planner

Enc. As above