



# Appendix B





Matthias Gentet  
Planning Technician  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square  
London N1C 4AG

12<sup>th</sup> October 2015.

Dear Matthias,

**Planning Application: - 2015/5487/NEW - Former Town Hall Extension, Argyle Street.**

Thank you for your email and to respond further and in greater detail than my earlier email of the 30<sup>th</sup> September 2015:

**Shroud:**

The proposed temporary shroud will be installed solely upon the front elevation of the site fronting Euston Road and not wrap around either of the corners of the building.

The entire building is to be scaffolded to allow the proposed redevelopment of this building to take place, the required programme of works that confirms this is attached to this correspondence. As can be ascertained the scaffold is essential for the works to be undertaken, and without a scaffold the proposed refurbishment of this building can- not be completed. (Location plan and OS amended as requested are now attached)

We trust that the supplied document detailing the scope and extent of works confirms this fact, and this particular point can now be agreed?

**Externally Illuminated Advertisement:**

We have noted your comments upon the size and illumination of this proposed display, but as previously stated in our planning report we contend that the requested size of the commercial banner ( 45m x 20m = 900 sqm) is appropriate for the size and scale of the scaffolding and the host building. The proposed banner is clearly in scale with the enormity of the Camden Annexe and will not look out of place or as uncertain or inappropriate feature upon the scaffolding.

Infinity Outdoor Ltd, 44 Charlotte Street, London, W1T 2NR  
Tel: 020 7637 2057



Your reference to Camden Planning Guidance (CPG1) Design has been noted- but we are sure that you will accept that Council Guidelines can- not be decisive and are just that -only "guidelines" as has been demonstrated recently in similar appeal decisions.

Turning now to the proposed illumination of the banner, our proposal only requests that the commercial display be illuminated when a commercial banner is in position. Furthermore, the banner lights would only come on at dusk and would be programmed to extinguish themselves at 11pm. In addition the proposed lighting has a luminance level of less than the 600cdm limit as requested by planning guidelines for the illumination of adverts.

The proposed banner lights would be positioned to solely illuminate the commercial banner, and are designed and installed with lighting shields so that only the banner is illuminated and that light pollution is prevented. The lights are highly energy efficient and are the most environmentally friendly available.

Indeed, it is our assertion that the proposed banner illumination **will not** cause a detrimental effect to the amenity of the surrounding area, which is clearly a highly illuminated city centre location.

Mention has been made of the previously consented banner display that was held by Camden Planning Team to be in order in 2012 (under planning reference 2011/5760/A). This proposal awarded temporary consent for a banner advert display of 1560 square metres to be shown upon the very same building- Camden Town Hall Annexe, that we are now requesting a similar consent for.

It was held that this larger banner was not a detriment to either the Amenity or Public Safety of the site or the locale. As our current planning application (2015/5487/NEW) requests permission for a smaller Temporary banner display in a similar position on the building, and as suggested previously is "on all fours" to the earlier approved banner display we would assert that a similar view must be taken upon our new application.

The content of any proposed banner display or message can- not have any bearing upon a planning application to display adverts, and therefore your suggestion that the Olympics banner was "not approved for commercial purposes" cannot be used as an argument or defence as not to approve this current application. The content, subject or design of an advert must not be controlled by Planning Regulations.

I trust that this explains and outlines our position upon this proposed temporary banner display, and that you will now deal with our application with the normal procedure and within the requisite time frame?

Yours sincerely

[Redacted signature]

Mark Wilkinson  
Director.

Infinity Outdoor Ltd, 44 Charlotte Street, London, W1T 2NR  
Tel: 020 7637 2057

# Appendix C

Hi Mathias

Can you please confirm that this application has now been registered?

Can you please confirm the "important dates" for the applications determination?

Thanks

Mark

**From:** Gentet, Matthias [mailto:Matthias.Gentet@camden.gov.uk]

**Sent:** 14 October 2015 08:04

**To:** Mark Wilkinson

**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

**Importance:** High

Dear Mark Wilkinson

Thank you for your response.

Unfortunately, my position on the proposal in its current form, along with the information provided, cannot be altered. The proposal is unacceptable on the reasons already given in my previous email.

The shroud and advert approved for the Olympic was only granted advert consent for a period of 4 months. It was seen as part of the Look and Feel designs the Council had allowed elsewhere on smaller lamp post designs. Also, the decision did specify that:

*"Although its purpose is not to shield construction work, the guidance's resistance to advertising is that adverts on such large prominent sites can harm the amenity of an area, but the content of the proposal, celebrating a once in a lifetime event such as the Olympics, should not be seen in the same light as a purely commercial advertising site.*

*The application must also be seen in conjunction with the city wide celebration of the games which will include colour and planting schemes, bunting, banners, flags and bespoke items using the London 2012 'Look' and 'Feel' design guidelines which have*

*been created to help celebrate the Olympic and Paralympic Games coming to the UK."*

It must also be noted that the proposal was never implemented.

The Council's position in relation to your proposal is to refuse it as submitted. Any approval will be considered based on the amendments recommended in my original email dated 30<sup>th</sup> September. Policies are in place to provide guidance when assessing any given proposal and are to be followed, adhered to and implemented by applicants/agents and the Council. They are not to be ignored or over looked.

You must therefore amend and submit the following:

- Works Schedule Statement detailing the various stages of the construction works to support the need for a shroud to be erected on the chosen elevation;
- The relevant drawings according to the above recommendations to be amended ensuring to annotate revision references;
- Annotate all drawings with a drawing reference;
- Confirmation in writing for the removal of some of the information originally submitted which would no longer be relevant such as the "lighting details" fact sheet;
- The "banner fixing banner" drawing to be amended by removing the lighting details *[ensure to annotate a drawing reference as well as a revision reference]*;
- Your application supporting statement to be amended by removing any reference to the method of illumination;
- Section 7 and 11 of your application form to be amended by adding the shroud and its measurements;
- The method of illumination of the signage to be amended from externally illuminated to non-illuminated;
- The "Typical Banner System" drawing shows what is either a section through the scaffolding or a side elevation in context with the a building that does not represent the Former Town Hall Extension and can therefore not be accepted as a supporting document to be approved. Please submit a section drawing or side elevation demonstrating the work area between the scaffolding and the accurate building. You will also need to remove any annotations and references to the lighting. *[ensure to annotate a drawing reference as well as a revision reference]*;
- The red line demarking the site boundaries needs to extend so to include the area of erection of the scaffolding on both the OS Map and the Site Plan. Both drawings also have identical drawing reference to be amended accordingly *[ensure to annotate an individual reference number and a revision reference]*
- Photo Montage if possible but not compulsory.

Unless the above items are provided, your application, as it stands, is to be refused.

Many thanks

Matthias Gentet

Planning Technician | Planning Solution Team

Tel: 0207 974 5961 | [matthias.gentet@camden.gov.uk](mailto:matthias.gentet@camden.gov.uk)

Development Management | Regeneration and Planning | Culture and Environment  
Directorate | London Borough of Camden

5 Pancras Square | London | N1C 4AG

**From:** Mark Wilkinson [<mailto:mark@infinity-outdoor.co.uk>]

**Sent:** 12 October 2015 10:55

**To:** Gentet, Matthias

**Subject:** Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

Dear Matthias,

Thank you for your email and to respond further and in greater detail than my earlier email of the 30<sup>th</sup> September 2015:

Shroud:

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Externally Illuminated Advertisement:

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Regards

Mark

Mark Wilkinson

Development Director

Mobile 07713 287 497



Infinity Outdoor Limited, First Floor, 44 Charlotte Street, London, W1T 2NR

Tel: 020 7637 2057

[www.Infinity-outdoor.co.uk](http://www.Infinity-outdoor.co.uk)

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Thank you in advance.

11/4/2015

Susan Jones Consultancy Mail - FW: Application reference: 2015/5487/A - Former Town Hall Extension, Argyle Street

VAT no. 983 8019 84


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**2 attachments**

 **111 Gt Eastern St Appeal Statement..pdf**  
211K

 **APPEAL DECISION.pdf**  
131K

# Appendix D



**Gentet, Matthias**

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**From:** Kerai Bhavna <BhavnaKerai@tfl.gov.uk>  
**Sent:** 25 November 2015 17:05  
**To:** Planning  
**Subject:** RE: 2015/5487/A - Temporary display of 1 x externally illuminated shroud and advertisement

Dear Matthias,

**RE: 2015/5487/A - Temporary display of 1 x externally illuminated shroud and advertisement**

Thank you for consulting Transport for London (TfL) on the above mentioned application. The site of the proposed advertisement is on A501 Euston Road, which forms part of the Transport for London Road Network (TLRN). TfL is the highway authority for the TLRN, and is therefore concerned about any proposal which may affect the performance and/or safety of the TLRN.

From the package of information submitted to Camden Council a number of things remain unclear, such as the following:

- The scaffolding licence to ensure it is structurally safe to support the shroud and advertising
- The date at which the scaffolding is to be erected and the date the shroud and advertising is to be erected
- Elevations or photomontages of the proposed advertising, or examples of this
- The type of advertising that is to be displayed and the duration

Without this information TfL cannot provide comment on the level of distraction that will be caused to drivers, particularly those exiting Pancras Road therefore until such information is provided this application cannot be supported by TfL.

Please feel free to contact me if you have any questions about the above information.

Kind regards,  
Bhavna

**Bhavna Kerai | Planner | TfL Planning**  
Transport for London | 10th Floor, Windsor House, 50 Victoria Street, London SW1H 0TL  
Telephone number: 020 3054 2035 (auto 82035) | Email: [BhavnaKerai@tfl.gov.uk](mailto:BhavnaKerai@tfl.gov.uk)

For more information regarding the TfL Borough Planning team, including TfL's *Transport Assessment Best Practice Guidance*, and pre-application advice please visit <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-applications>.

*Please note the changes to our pre application fees from 1<sup>st</sup> November 2015*

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Although TfL have scanned this email (including attachments) for viruses, recipients are advised to carry out their own virus check before opening any attachments, as TfL accepts no liability for any loss, or damage which may be caused by viruses.

# Appendix E

**From:** Mark Wilkinson [<mailto:mark@infinity-outdoor.co.uk>]  
**Sent:** 30 November 2015 13:26  
**To:** Gentet, Matthias  
**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

Hi Matthias

I saw the attached email from TFL regarding the above mentioned application, and I have tried to call you to discuss the same -- but without success.

I have noted that the TFL officer requests sight of certain information before he can comment on our proposal. However, the items he requests were all included in the original planning submission, information such as drawings showing the position of the proposed banners upon the scaffold, the dates of the scaffold build etc. have all been supplied.

Sight of the scaffold licence is also requested, but the scaffold licence can- not be provided at this time as the build of the scaffold has not yet commenced. The scaffold licence would be provided, if needed at a later date once the redevelopment of the host building actually starts.

I do hope that this answers these points and allows some clarity on the proposal.

Regards

Mark

**From:** Gentet, Matthias [<mailto:Matthias.Gentet@camden.gov.uk>]

03/03/2016



# Appendix F





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**From:** Gentet, Matthias [<mailto:Matthias.Gentet@camden.gov.uk>]  
**Sent:** 01 December 2015 09:22  
**To:** Mark Wilkinson  
**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

Dear Mark Wilkinson

The position of the Council in view of the comments remains the same.

My recommendations for the refusal of the proposal are now with the senior planner for checking. A manager will also have to sign off the decision and the report.

Many thanks

Matthias Gentet  
Planning Technician | Planning Solution Team  
Tel: 0207 974 5961 | [matthias.gentet@camden.gov.uk](mailto:matthias.gentet@camden.gov.uk)

Development Management | Regeneration and Planning | Culture and Environment  
Directorate | London Borough of Camden  
5 Pancras Square | London | N1C 4AG

For a safer and quicker way to apply, please submit your planning applications and tree notifications/applications via the planning portal by clicking on the following link:  
[www.planningportal.gov.uk](http://www.planningportal.gov.uk)

# Appendix G

**From:** Gentet, Matthias [<mailto:Matthias.Gentet@camden.gov.uk>]  
**Sent:** 16 December 2015 15:38  
**To:** Mark Wilkinson  
**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street

Dear Mark Wilkinson

I have chased the senior planners on moderation duty for your application. I should hopefully hear from either of them today or tomorrow.

Many thanks

Matthias Gentet  
Planning Technician | Planning Solution Team  
Tel: 0207 974 5961 | [matthias.gentet@camden.gov.uk](mailto:matthias.gentet@camden.gov.uk)

Development Management | Regeneration and Planning | Culture and Environment  
Directorate | London Borough of Camden  
5 Pancras Square | London | N1C 4AG

**From:** Mark Wilkinson [<mailto:mark@infinity-outdoor.co.uk>]  
**Sent:** 16 December 2015 10:24  
**To:** Gentet, Matthias  
**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street  
**Importance:** High

Morning Matthias

Can you please confirm the present position of this application?

I am somewhat concerned that I have not heard from you or the Council for a long time, can you please confirm when the decision on this matter will be issued?

Can you please advise?

Thanks

Mark

03/03/2016



# Appendix H



[REDACTED]

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**From:** "Mark Wilkinson" <mark@infinity-outdoor.co.uk>  
**To:** "Gentet, Matthias" <Matthias.Gentet@camden.gov.uk>  
**Sent:** 05 January 2016 09:44  
**Subject:** FW: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street  
Dear Mr Gentet

Could you please respond to my emails?

Regards

Mark

---

**From:** Mark Wilkinson [mailto:mark@infinity-outdoor.co.uk]  
**Sent:** 30 December 2015 09:31  
**To:** Gentet, Matthias (Matthias.Gentet@camden.gov.uk)  
**Subject:** FW: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street  
**Importance:** High

Dear Matthias

You advised over 5 weeks ago that the banner application would be refused and that your manger would sign off your report for issue, but I still await this paper work.

This is delay is now becoming intolerable,..... can you please explain why we have not received a decision upon this application?

I must respond to the building owner with confirmation of the official Camden Council Decision upon their proposal, but can't because I haven't received anything from you or your offices.

Please respond.

Regards

Mark

---

**From:** Mark Wilkinson [mailto:mark@infinity-outdoor.co.uk]  
**Sent:** 18 December 2015 14:09  
**To:** Gentet, Matthias (Matthias.Gentet@camden.gov.uk)  
**Subject:** FW: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street  
**Importance:** High

Dear Matthias

Can you please come back to me on this?

Thanks

Mark

---

**From:** Mark Wilkinson [mailto:mark@infinity-outdoor.co.uk]  
**Sent:** 17 December 2015 16:24

03/03/2016

**To:** 'Gentet, Matthias'  
**Subject:** RE: Application reference: 2015/5487/NEW - Former Town Hall Extension, Argyle Street  
**Importance:** High

Dear Matthias

Following on from your email- did you get a response from your senior planners?

Can you please send me the decision notice?

I look forward to hearing from you

Thanks

Mark

# Appendix I

**From:** Gentet, Matthias [mailto:Matthias.Gentet@camden.gov.uk]  
**Sent:** 05 January 2016 13:39  
**To:** Carr, Seonaid  
**Cc:** Mark Wilkinson  
**Subject:** RE: \*\*\* URGENT \*\*\*\* Application reference: 2015/5487/A - Former Town Hall Extension, Argyle Street

Seonaid

The agent for the above address is chasing for his decision to be finalised. I issued the draft decision along with the report on 26<sup>th</sup> November last year.

Would you be able to deal with this one as a matter of urgency? This is the fourth emails he has sent me asking for his decision.

Many thanks

Matthias

Matthias Gentet

Planning Technician | Planning Solution Team

Tel: 0207 974 5961 | matthias.gentet@camden.gov.uk

<https://mail.google.com/mail/u/0/?ui=2&ik=4ca4f8cbec&view=pt&q=mark%40infini...> 03/03/2016