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22 June 2016

Our ref: HJWB/NFD/AKG/J6350

Dear Sir/Madam,

Town and Country Planning Act 1990 (as amended)
Application for Advertisement Consent
Centre Point (includes Centre Point Tower, Centre Point Link and Centre Point House), 101 and 103 New Oxford Street and 5-24 St Giles High Street, London, W1

We write to you on behalf of our client, Almacantar (Centre Point Construction) Limited, to submit an application for advertisement consent for the introduction of a hoarding scheme on the gates at Centre Point (includes Centre Point Tower, Centre Point Link and Centre Point House), 101 and 103 New Oxford Street and 5-24 St Giles High Street, London, W1 ('the site').

Proposal

This application seeks advertisement consent to enable the introduction of a hoarding scheme at the gates at ground floor level on the site.

The design and style of all the proposals are illustrated within the accompanying Phase 2 hoarding scheme proposal pack. Pre-application discussions have been held with planning officers in order to agree the design of the proposals.

The proposed hoardings will not be illuminated.

This application seeks advertisement consent for 2 years.

Planning Policy Considerations

The National Planning Policy Framework (NPPF) Paragraph 67 notes that control over outdoor advertisements should be efficient, effective and simple in concept and operation and only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. It continues that:-

“Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The proposals present no risk to public safety and do not negatively impact on the character of the surrounding area. The proposals respect the context of the site and the surrounding Conservation Areas.

Application documentation


Following amendments made post submission of this application, we enclose the following:

- Completed and signed amended application form.

The requisite application fee of £385 has been paid via BACS transfer online.

We look forward to receiving confirmation that the application has been registered. In the meantime, should you have any queries, please do not hesitate to contact Anna Gargan (020 7518 7240) or Samuel Palmer (020 7333 6224) of this office.

Yours faithfully,



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