

GAR/DF/TH

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Development Management
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Dear David,

APPLICATION FOR ADVERTISEMENT CONSENT

1 TRITON SQUARE, LONDON, NW1 3DX

We write on behalf of our client, British Land Property Management Company, to submit an application for advertisement consent via the Planning Portal in relation to the above site. This application seeks consent for the display of temporary advertisements on hoardings currently being erected around the perimeter of the Commercial Element of the development permitted by Camden Council on 21st November 2017 (Ref. 2016/6069/P).

Application Submission

This application comprises the following:

- Completed Application Form;
- Site Location Plan; and
- Hoarding Plan - 'Next Big Thing'.

The application fee of £462 has been paid at the time of submission.

Background

Planning Permission was granted on the 21st November 2017 for redevelopment of 1 Triton Square and St Anne's Church. Initial works have begun on site and hoarding is currently being installed around the Commercial Element of the Development permitted under Ref. 2016/6069/P only. The hoarding line has previously been agreed in principle through approval of the Construction Management Plan relating to the Commercial Element of the Development, submitted pursuant to Clause 4.4.1 and 4.4.2 of the s.106 Agreement. The hoarding line along the northern elevation is, however, the subject of a separate hoarding licence application.

Please note that some advertisements are proposed to be displayed on the hoarding under deemed consent in accordance with Class 8 of the Advertisement Regulations, as of the 19th March 2018, in accordance with the Notification served on the Council on 5th March 2018. However, the full extent of the advertisements proposed under this application are not considered to benefit from deemed consent under Class 8 by virtue of their size, and therefore the Council's express consent for these advertisements is sought.

Proposals

This application seeks consent for the installation of advertisements on the hoarding along each elevation around the perimeter of the Commercial Element of the construction site, which measure a total length of circa. 360m. The painted timber hoardings are proposed to have vinyl graphics featuring advertisements directly applied.

The hoarding advertisement will be illuminated, with static bulkhead LED lights installed along the top trim of the hoarding at a spacing of 5m. Red LED lighting will be used to illuminate the hoardings on the northern elevation, whilst white LED lighting will illuminate the east, west, and southern hoardings. This is proposed in recognition of the siting of Longford Street, a vehicular traffic route, adjacent the northern perimeter of the hoarding.

The advertisements are intended to communicate with local residents, businesses and visitors about the ongoing development of the area. Key signage relating to the health and safety of the ongoing construction will also be featured on the hoardings. The proposed advertisements will maintain the visual integrity of the site perimeter during the construction period of the development at 1 Triton Square.

The construction of the development has commenced and is expected to be taking place over the next 3 years, and a considered advertisement strategy for this period has been developed. The advertisements for which consent is sought in this application reflect the first phase of advertisements to be in place. As the construction develops, further phases of advertisements will be introduced to the hoardings for which further consent will be sought in the future, however, a 3 year consent is sought.

Assessment

Policy D4 within Camden's Local Plan (2017) specifies that advertisements must respect the form, fabric, design and scale of their setting and preserve the character and amenity of the area. The scale of the advertisements proposed are proportionate to the development site and will improve the amenity of the immediate area, providing visual interest and communicating information about the development with passers-by during the construction period on site. The proposed advertisements will mitigate against what would otherwise be a blank frontage during the construction of the development and are relative in scale to the development site, as they will only be featured on the construction hoarding, which will be in place to provide safety and protection to the public throughout the development. The advertisements will only be in place whilst the construction hoarding is erected, with any minimal impact on the character of the area of a temporary nature. The proposals are therefore in accordance with the development plan and emerging guidance on hoarding advertisements published in the draft Camden Planning Guidance: Advertisements (2017).

We trust you will find this application to be acceptable. We look forward to receiving confirmation of validation of the application and would ask you to contact Georgina Redpath or Dan Fyall at the above office if you require any further information.

Yours sincerely,



DP9 Ltd.

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