

4 June 2018

**Delivered via Planning Portal**

F.A.O Laura Hazelton  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

Dear Laura,

**32 TORRINGTON SQUARE, LONDON, WC1E 7JL  
APPLICATION FOR ADVERTISEMENT CONSENT**

We write on behalf of our client, Birkbeck, University of London, to submit an application for advertisement consent in relation to the above site. This application seeks consent for the display of temporary advertisements on hoardings to be erected around the perimeter of the construction site related to the development of 32 Torrington Square for a new Toddler Lab which was granted planning permission and listed building consent by the London Borough of Camden on 20 March 2018 under reference numbers 2017/4300/P and 2017/5851/L.

**Submission**

This application submission comprises the following documents:

- Application form;
- Site Location Plan;
- Construction Management Plan – Proposed Site Plan;
- Hoarding Plan; and
- Proposed Hoarding Elevations.

**Background**

Planning Permission (ref. 2017/4300/P) and Listed Building Consent (ref. 2017/5851/L) was granted on 20 March 2018 for the following proposed development:

*'Restoration of 32 Torrington Square including internal changes together with erection of a 4- storey new annex building (plus basement) within the gap land to the north to accommodate a research facility (Toddler Lab) for Birkbeck, University of London (Class D1 Use).'*

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The Toddler Lab at 32 Torrington Square and the proposed annex will provide a unique world class research environment for understanding typical and atypical development in toddler friendly naturalistic environments. Using the latest wireless technologies and brain imaging techniques that enable toddlers to be mobile, the Toddler Lab will enable the advanced scientific study of brain development in an environment simulating familiar surroundings (e.g. home environment, preschool environment) for toddlers, including those with emerging developmental disorders.

## **Proposals**

The application seeks consent for the installation of advertisement on the hoarding along each elevation around the perimeter of the construction site as depicted in the supporting drawings, specifically drawing ref. 0001A Rev. P1 and ref. 0003B Rev. P7. The painted timber framework is proposed to have vinyl graphics featuring advertisements relating to the operation of the ToddlerLab. The hoarding advertisement will be illuminated, with static bulkhead lights installed along the perimeter with the inside line being white and outside line red. The construction of the development is expected to take place until September 2019.

The advertisements are intended to communicate with local residents, businesses and visitors about the proposed development in addition to providing way finding signage and contact information of the contractor.

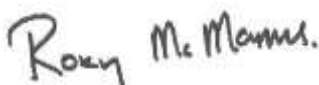
## **Assessment**

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 advertisements will only be temporary and featured on the construction hoarding which will be in place to provide safety and protection to the public throughout the development, as such, any impact on as a result of the advertisements to the character of the area will be of a temporary nature. Against this background, we consider the proposals to be in accordance with the development plan and emerging guidance on hoarding advertisements published in the draft Camden Planning Guidance: Advertisements (2018).

We trust the enclosed is in order and look forward to receiving confirmation that the application has been validated in due course.

Should you have any queries regarding this application, or require additional information, please do not hesitate to contact me at these offices.

Yours sincerely,



Rory McManus  
**Associate Director**

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