

DP4771/PEH/TH

30th May 2018

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Dear Jonathan,

**APPLICATION FOR PLANNING PERMISSION
TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)**

SITE AT MOUNT PLEASANT PHOENIX PLACE DEVELOPMENT SITE

TEMPORARY MARKETING SUITE

On behalf of the applicant, Taylor Wimpey Central London, we enclose herewith an application for planning permission for the erection of a temporary sales and marketing suite on vacant land at the Mount Pleasant 'Phoenix Place' development site, located within the London Borough of Camden.

The Phoenix Place development (permission ref. 2013/3807/P) will be built in two phases – Sections 'P1' and 'P2'. P1 will be located on the southern portion of the development site and is due to commence construction in Summer 2018. P2 will be located on the northern portion of the site and will be developed at a later date. To assist with sales of P1, it is proposed to erect a marketing suite on vacant land to the north for a temporary period of two years, after which the building will be dismantled and the land will eventually be developed as part of P2 when it is brought forward.

The location for the marketing suite (the 'Site') has been carefully selected at the centre of the P2 portion of the development site, surrounded by vacant land/temporary Royal Mail car parking to the north, south and west and Phoenix Place to the east, ensuring there will be no harmful impacts to neighbouring buildings. The suite will front onto Phoenix Place with provision for 6 cycle parking spaces at the front of the building. The ground floor will contain a welcome hub and sales centre with associated facilities, the first and second floors will provide example show flats in the form of typical 2 and 3 bedroom units being delivered within the development, and a roof terrace above providing an example of communal roof terraces that will be delivered within the development and allowing an excellent opportunity for potential buyers to view the P1 construction site. These components of the building are considered essential by the applicant's sales and marketing team in order to help assist sales of the development.

The design of the suite has been developed through careful consideration of context and is inspired by the postal heritage of the surrounding area including the nearby Mail Rail. Part of the Site already has consent for a nine-storey building (Block C which will be constructed as part of P2 of the Phoenix Place development). The proposed suite is well proportioned, with the massing stepping back at upper levels to reduce any perceived bulk and to ensure the building sits well within its context. It will be removed after two years after which it will be replaced partly by Block C and partly by a new square being built as part of P2.

The Site is located with an archaeological priority zone and on potential contaminated land. We enclose letters from CGMS and Aecom which conclude that the impacts of the proposals in terms of archaeology and ground conditions are considered acceptable. We also enclose a Construction Method Statement detailing how the proposal will be constructed to ensure there is no harm to neighbouring occupiers.

Full details and justification for the proposals are provided within the enclosed planning application documents. The application has been discussed in principle with officers and as agreed the submission documents comprise the following:

- Planning application forms, signed and dated, prepared by DP9 Ltd.
- Community Infrastructure Levy Additional Information form, signed and dated, prepared by DP9 Ltd.
- Site Location Plan, prepared by Darling Associates.
- Site Plan, prepared by Darling Associates.
- Existing planning drawings comprising an existing elevation prepared by Allies and Morrison and the existing plan is the Site Location Plan, prepared by Darling Associates.
- Proposed planning drawings, prepared by Darling Associates.
- Design and Access Statement, prepared by Darling Associates.
- Letter and associated reports relating to land contamination, prepared by Aecom.
- Letter relating to archaeology, prepared by CGMS.

The application fee of £2,772 has been paid to London Borough of Camden online via the planning portal via credit card. The proposed development is not CIL liable as it comprises an application for temporary planning permission but a CIL Additional Information Form has been submitted for validation purposes.

We look forward to receiving confirmation of receipt and validation of the application. Should you require any further information, please contact Tom Hawkley of this office at the above address.

Yours sincerely,

DP9 Ltd

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