

10<sup>th</sup> July 2018



Mr Jonathan McClue  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

DP9 Ltd  
100 Pall Mall  
London SW1Y 5NQ

Registered No. 05092507

telephone 020 7004 1700  
facsimile 020 7004 1790

[www.dp9.co.uk](http://www.dp9.co.uk)

Dear Jonathan,

## **MOUNT PLEASANT PHOENIX PLACE DEVELOPMENT SITE**

### **APPLICATION FOR ADVERTISEMENT CONSENT TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS (ENGLAND) REGULATIONS 2007**

On behalf of our client, Taylor Wimpey Central London (the 'Applicant'), we enclose an application for advertisement consent at the aforementioned site for:

*"The erection of advertisements on the construction hoarding running along Gough Street, Mount Pleasant and Phoenix Place measuring 112.8m x 3.11m.*

As part of this application please find enclosed the following:

- Signed and dated application forms.
- Site Location Plan.
- Proposed Advertisement Location Plan.
- Existing elevation drawings and photographs.
- Proposed elevation drawings.

The application fee of £462 has been paid online via credit card on the planning portal.

### **The Site and Context**

The site comprises the southern boundary of the Mount Pleasant Phoenix Place development site, which is currently undergoing redevelopment as permitted by planning permission 2013/3807/P. The development 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 advertisements on a proportion of the construction hoarding that has been erected around the development site.

### **The Proposals**

The proposals comprise a collection of graphics and information signage along the hoarding in the form of non-illuminated and illuminated branding associated with the development under construction, which



has been given the marketing name 'Postmark'. The branding will run along the southern end of Gough Street, along Mount Pleasant, and along a small southern portion of Phoenix Place.

The proposals have been discussed in principle with officers at the London Borough of Camden. They are of a high quality of design and will improve the visual amenity of the area during construction works.

Full details of the proposals are contained within the application forms and drawings submitted with this application. The construction hoarding is expected to be in place for approximately three years but the application is for a temporary five-year period to cover the unlikely event that it may be in place for longer.

We trust that you have sufficient information to validate and determine this application. If you have any queries or require any further information, please contact Tom Hawkey of this office.

Yours sincerely,

DP9 Ltd

**DP9 Ltd**

Encls.

Cc. Neil McDonald