

9<sup>th</sup> August 2018



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Dear Matthew,

**POSTMARK MARKETING SUITE, 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 to the marketing suite comprising 3no. internally illuminated halo fascia signs"*

As part of this application please find enclosed the following:

- Signed and dated application forms
- Site Location Plan
- Existing elevation drawings
- Proposed advertisement location plan
- Proposed elevation drawings
- Proposed section drawings

The application fee of £462 has been paid online via credit card on the planning portal (ref. PP-07197623).

**The Site and Context**

The site comprises 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, a temporary marketing suite was granted permission on 20<sup>th</sup> July 2018 (ref. 2018/2567/P) and is now under construction with opening scheduled for September 2018. This advertisement consent application seeks to install signage to the marketing suite to enhance visibility and to assist sales of the development.



## The Proposals

The proposals comprise 3no. internally illuminated halo fascia signs, located on the north, east and south elevations of the marketing suite. The signage reflects the “Postmark” development branding and “Taylor Wimpey Central London” branding, their visibility enhanced through white and black “halo” illuminated lettering.

The proposals are of a high quality of design and will be in-keeping with the approved marketing suite (ref. 2018/2567/P) and proposed hoarding signage currently pending the Council’s consideration (2018/3317/A).

Full details of the proposals are contained within the application forms and drawings submitted with this application. The proposed signage is expected to remain in place until the temporary marketing suite is dismantled in July 2020 in accordance with planning permission 2018/2567/P.

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 Hawkley or Daniella Marrocco of this office.

Yours sincerely,

**DP9 Ltd**

Encls.

Cc. Neil McDonald