

7<sup>th</sup> December 2018



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Dear Matthias,

## **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 a retrospective application for advertisement consent at the aforementioned site for:

*“The erection of advertisements on the construction hoarding running along Phoenix Place measuring 115m x 3m”.*

As part of this application please find enclosed the following:

- Signed and dated application forms.
- Site Location Plan.
- Proposed Advertisement Location Plan.
- Photographs of existing signage.
- Proposed elevation drawings for approval.

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

### **The Site and Context**

The site comprises the eastern 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, advertisements have been erected on the construction hoarding running around the development site. The advertisements on Gough Street and Mount Pleasant have consent to be displayed for a temporary period until 24/10/2021 under permission ref. 2018/3317/A. This application is being submitted retrospectively to secure consent for the remainder of the signage running along Phoenix Place.



## The Proposals

The proposals comprise a collection of graphics and information signage along the hoarding in the form of non-illuminated branding associated with the development under construction, which has been given the marketing name 'Postmark'. The branding will run along the Phoenix Place hoarding.

The proposals are of a high quality of design and will improve the visual amenity of the area during construction works. They match the design of the signage consented under permission ref. 2018/3317/A. As the signage will be non-illuminated the proposals do not give rise to any amenity or safety considerations.

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. Jonathan McClue - London Borough of Camden