

PJH/TH/DLM/DP4771

28th January 2019



Mr Jonathan McClue
London Borough of Camden
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Dear Jonathan,

**LAND TO WEST OF ROYAL MAIL SORTING OFFICE BOUNDED BY PHOENIX PLACE,
MOUNT PLEASANT, GOUGH STREET & CALTHORPE ST. CAMDEN WC1**

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

On behalf of our client, Taylor Wimpey Central London, we herewith enclose an application for consent to display an advertisement at the above site. The advertisement will comprise signage to be installed on construction cranes, as illustrated within the supporting documents.

On this basis, we enclose the following supporting information:

- Completed Advertisement Consent application forms;
- Site Location Plan, prepared by Broadway Malyan; and
- Proposed Signage Drawings, prepared by Broadway Malyan

The application is submitted via Planning Portal (ref. PP-07567338) and the requisite planning application fee of £462 has been paid by credit card.

The Site

The Site comprises Mount Pleasant Phoenix Place development site, which is currently undergoing redevelopment as permitted by planning permission 2013/3807/P (as amended). The development will be built in two phases – Section ‘P1’ and ‘P2’. P1 is located on the southern portion of the site and is currently being constructed. P2 will be located on the northern portion of the site and will be developed at a later date. The proposed signage is to be located on the 2no. construction cranes located on Site and will promote the Taylor Wimpey Central London brand to help assist with sales of P1.

Proposals

The proposed crane signage is detailed within the accompanying supporting documents, prepared by Broadway Malyan, and will comprise:

- 2 x white Perspex internally illuminated lightboxes with Taylor Wimpey Central London logo in black

The proposed signage is to be installed to the back of the crane cabin, one on each of the construction cranes located at Site.



The signage is expected to be in place for approximately 2 years (until December 2020). Owing to the temporary nature of the signage and its location at a high level on construction cranes, it is not expected to result in any impacts on amenity or in transport safety terms.

We trust that the above and enclosed is all in order and the application can be validated and progressed. Should you wish to discuss any aspect of the submission then please do not hesitate to contact Tom Hawkey or Daniella Marrocco of this office.

Yours sincerely,

DP9 Ltd

Enc.