

Mr Matthias Gentet
Regeneration and Planning
London Borough of Camden
5 Pancras Square
London
N1C 4AG

4 March 2019
Planning Portal Ref: PP- 07621483

Dear Sir / Madam

Site address: Mount Pleasant Phoenix Place Development Site, Phoenix Place, London, WC1X 0DA

Application for advertisement consent, Town and Country Planning (Control of advertisements (England) Regulations 2007

We (Taylor Wimpey Central London) enclose an application for advertisement consent at the above referenced site for:

“Temporary display of monarflex on scaffolding of Block A (associated with development being implemented under planning permission 2013/3807/P) including non-illuminated 'Taylor Wimpey Central London' on monarflex until July 2021”.

As well as this cover letter, the application is accompanied by the following documents:

- Application form, signed and dated;
- Site Location Plan, ref. 32875-02-1002 Rev P01;
- Proposed with and without monarflex Mount Pleasant Wider Elevation Context, ref 32875-05-1002 Rev P01;
- Proposed with and without monarflex Phoenix Place Elevation, ref. 32875-05-1003 Rev P01;
- Proposed with and without monarflex Gough Street Elevation, ref. 32875-05-1004 Rev P01;
- Proposed with and without monarflex The Walk South Elevation, ref. 32875-05-1005 Rev P01; and
- Proposed Monarflex Elevation, ref. 32875-05-1006 Rev P01.

Payment of £462.00 in respect of the application fee has been made via the planning portal.

The Site and Context

The site comprises Block A of the Postmark development site, which is currently undergoing redevelopment as permitted by planning permission 2013/3807/P. Block A forms part of Phase 1 of the wider redevelopment site and began construction in July 2018.

The scaffolding on the site is due to be erected in Spring this year and it is proposed that the scaffolding is wrapped in monarflex which will help with the containment of construction work as well as ensuring the site is of a tidy appearance.

The Proposals

The monarflex will be wrapped around the full extent of the scaffolding and therefore will follow the building form. At the highest point, the monarflex will be 65.800m AOD high.

This application proposes to have the 'Taylor Wimpey Central London' logo on the monarflex repeated across the monarflex as shown on included drawing pack and the example within the Proposed Monarflex Elevation, ref. 32875-05-1006 Rev P01.

Full details of the proposals are contained within the application forms and drawings submitted with this application. The monarflex is expected to be in place until July 2021 when the scaffolding is due to be removed.

The proposals are of a high-quality design and will improve the visual amenity of the area during construction works – the black (Pantone Black 7) and white colour scheme is clean and simple and will not detract from the amenity of the area. In addition, as the signage will not be illuminated the proposals will not give rise to any amenity or safety risks.

We trust enough information has been provided for your consideration.

However, please do not hesitate to contact Camille Soor (camille.soor@taylorwimpey.com Planning Manager) should you have any questions.

Kind regards

Taylor Wimpey Central London