



Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

12th July 2019

COVER LETTER

Dear Sir or Madam

**RE: CONSENT FOR THE TEMPORARY DISPLAY OF AN EXTERNALLY ILLUMINATED
ADVERTISEMENT BANNER ON A SCAFFOLD SHROUD
AT 187 KENTISH TOWN ROAD, LONDON, NW1 8PD
PP-07999441**

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for the temporary display of a static, illuminated advertisement on the north elevation of 187 Kentish Town Road, London, NW1 8PD - for a temporary period until 08/06/2020.

Background and Site History

Advertisement consent (application ref: 2019/0284/A) was previously granted (21/05/2019) for a period of three months in connection with planning permission (application ref: 2018/5059/P, variation of application ref: 2013/8301/P) that will deliver a cinema at ground-floor level and apartments above.

Significant progress has been made on-site since the commencement of the works, which includes: (i) carrying out a detailed survey of the condition of the property, (ii) installing whalers and number of props in accordance with the structural engineer's design after it was found that the temporary works to the facade were defective, (iii) clearing the site and surroundings of debris, (iv) carrying out ground surveys to determine if additional piles were required, (v) completing design of the ground floor slab and underground services according to the result of the investigations, and (vi) commencing ground works and excavation of the cinema pit. Further works are to continue in accordance with the up-to-date construction programme that is submitted as part of this application.

We invite the Case officer, any interested Members of the Planning Committee to meet MR Leo Miller, the Senior Construction Manager, at the site to appraise the progress made on-site and the scope of works being carried out.



The construction programme runs until 09/12/2020, and scaffolding is scheduled to be struck on 08/06/2020. Accordingly, we request consent to display an advertisement for a temporary period until 08/06/2020.

The Proposal

The proposal is for an externally illuminated advertisement on a scaffold shroud, with a commercial display area measuring 5m (wide) by 3m (high).

All aspects of the proposed advert remain unchanged from the previous consent. For the sake of clarity - no change of location, orientation, position, size, configuration or design is sought.

The impact of the advertisement has already been considered by the Council under 2019/0284/A. The effect of this proposal will not incur any additional impact over and above that which has already been considered appropriate and permissible. The advertisement (static and externally illuminated) will be set within the illustrated shroud and will cover less than 20% of the scaffolded elevation.

Conclusion

If permitted, the overall effect of the shroud would be to continue improving the appearance of the scaffolding, minimising the visual obtrusiveness of scaffolding and building works. I am submitting the following documentation with this letter of application:

- Application Form
- Location Plan and Schedule of Drawings
- Lighting Specifications
- Construction Programme
- Application Fee (£462)

I trust the Council has everything required to consider this application favourably but please do not hesitate to contact me should you need any further information.

Yours sincerely,



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