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**FAO: Jonathan McClue**

02 August 2021

**Our ref: NJB/SAWE/SNE/KTY/U0014114**

**Your ref: PP- 09970049**

Dear Sir

**Land to the west of Royal Mail Sorting Office bounded by Phoenix Place, Mount Pleasant, Gough Street & Calthorpe Street, Camden WC1  
Application for Advertisement Consent**

We write on behalf of our client, Taylor Wimpey London, to submit the enclosed documents for an application for advertisement consent in respect of Land to the west of Royal Mail Sorting Office bounded by Phoenix Place, Mount Pleasant, Gough Street & Calthorpe Street, Camden WC1.

Advertisement consent is sought for:

**“Display of monarflex scaffold sheeting on blocks B, C and D”.**

**Background**

Full planning permission was granted at the Site under application reference 2013/3807/P on 30 March 2015 for the:

**“Comprehensive redevelopment, following the demolition of existing buildings, to construct four new buildings ranging from 5 to 15 storeys (above basement level) in height, to provide 38,724 sq.m. (GIA) of residential floorspace (345 dwellings) (Class C3), 823 sq.m. (GIA) of flexible retail and community floorspace (Use Classes A1, A2, A3, D1 or D2), with associated energy centre, waste and storage areas, basement level residential car parking (54 spaces, the re-provision of Royal Mail staff car parking (approx. 196 spaces) cycle parking, residential car parking (431 residential spaces) hard and soft landscaping to provide public and private areas of open spaces, alterations to the public highway and all other necessary excavation and enabling works.”**

Since the grant of the original permission, Taylor Wimpey London have been reviewing the planning permission and have obtained a number of non-material amendments to the original permission with regards to detailed design and programme. The approved scheme ref. 2013/3807/P has been modified by application references 2018/1054/P, 2019/1931/P, 2019/3364/P, and 2020/3333/P.

**Proposal**

The application seeks advertisement consent for the display of monarflex advertising on the scaffolding of blocks B, C and D of Phase 2 of the Mt Pleasant development. In summary, the monarflex design seeks to make reference to Taylor Wimpey Central London, the developer of the scheme. The

proposed monarflex sets out the Taylor Wimpey logo in black lettering on a white background. The advertisement is not proposed to be illuminated in any way. The proposed advertisement is shown within the enclosed design document, prepared by Octink.

### **Planning Policy Considerations**

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements only in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan consists of:

- i. The London Plan (2021); and
- ii. The Camden Local Plan (2017).

The National Planning Policy Framework ('NPPF') (as updated July 2021) is also a material consideration.

Camden Planning Guidance Advertisements (2018) and Local Plan Policy D4 require all advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should ensure that they serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.

Local Plan Policy D4 states that Camden will support advertisements that:

- a) preserve the character and amenity of the area; and
- b) preserve or enhance heritage assets and conservation areas.

It is considered that the proposed advertisements would be in accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and adopted planning policy and guidance and will allow the applicant to promote the future Postmark development with no adverse impact on public safety or neighbouring amenity.

### **Application Documentation**

In accordance with the validation requirements of Council, we enclose the following documentation in support of this application:

- i. Completed approval of details application form (ref. PP- 09970049) (dated 02/08/2021), prepared by Gerald Eve LLP; and
- ii. Site Location Plan, prepared by Octink; and
- iii. Postmark Phase 2 Monarflex Planning Document, prepared by Octink.

The requisite application fee of £462.00 plus £28 Planning Portal fee has been paid online concurrent to the submission of this application.

We trust that we have provided all the material required for the purposes of validation and therefore await confirmation of the registration and validation of this application shortly. In the meantime should you have any queries regarding this application please contact Sam Neal (0203 486 3312) or Kathryn Tyne (0203 486 3735) of this office.

Yours faithfully

Gerald Eve LLP

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