

President: Sir Nicholas Underhill

Chairman: Miss June A Stubbs MBE MCSD FRSA



Friends of St. James's Park and The Green Park

39 Westminster Mansions Great Smith Street London SW1P 3BP Telephone (020) 7222 2449

John Walker Esq.,
Operational Director
Development Planning
Westminster City Hall
64 Victoria Street
London SW1E 6QP

By email also : southplanningteam@westminster.gov.uk

For the attention of Lucy Metcalfe

21st February 2012

Dear Miss Metcalfe

Ref 12/00351/ADV and 12/00358/ADV

124 - 126 Horseferry Road London SW1P 2TX

Display of dressing on existing free standing advertisement (Channel 4 logo).

Thank you for sending a copy of the planning application relating to the above proposal, with your letter dated 30th January 2012. We have visited the site and spoken to a representative from 'Free State' regarding the applications, during which conversation a number of points were clarified.

The two proposals are interesting and imaginative. However we have reservations regarding that by Lisa Gunn - concept "Beneath the Surface"; particularly for this site and secondly its practicability. We would be concerned regarding the image that might be selected. The latter is a matter which would be resolved. However the practicability of the time scale of bringing the image into view and vice versa, we consider problematic, along with the required support for the image screen itself.

The proposal by Tony Heaton - "brave tragic" is imaginative in a different way. It has an element of apparent movement or 'dislocation' of the image message, brought about by the individual's own movement passing in front of it - formalising its message when in line with the building's entrance. This in essence is a simple procedure, readily understandable, and with a slight element of humour which heightens the message itself. We find this more acceptable as a proposal, while recognising that the details of the illumination of the individual letters have to be resolved.

The Society supports the application in principle, while stressing its preference for the "brave-tragic scheme.

We trust our observations will be of assistance and ask that our comments be made known to the Committee.

Yours Sincerely

For and on behalf of the Thorney Island Society

PP Tom Ball

June A Stubbs
Chairman

Copy : Dalton Warner

