

OUTSIDE ADVERTISING

Development Control Team
6th Floor Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ



14th November 2006

Dear Sir / Madam,

**Re; Street Trading unit Tottenham Court Road (jnct with Windmill Street)
London W1 2AR**

We enclose herewith an application for a grant of express consent for the installation of a flat sheet vinyl advertising display on the rear of the above mentioned property facing onto Tottenham Court Road

We attach with this letter a cheque for the appropriate planning fee, together with three folders each containing the application form and the following drawings:-

- 1) 06.0180/01 Site Location plan
- 2) 06.0181/02 Elevation
- 3) 06.0181/03 Photographic visuals

The Site

The advertising display would be located at ground level and would only be visible to road users travelling northwards along Tottenham Court Road towards Euston Road and pedestrians travelling north & southwards along Tottenham Court Road. Tottenham Court Road is a typical inner urban road comprising of commercial properties / activities intermixed with some residential uses. This location is currently covered in graffiti and we propose to visually improve this by painting the existing boards an suitable colour and installing a professionally produced vinyl sign measuring approximately 2m x 1.5m.

Public Safety

The advertising panel does not appear as a "sudden" feature. It will not be illuminated, nor will it contain any moving elements. The content will not require close study, nor does it obstruct or confuse any road users view.

Amenity

It should be appreciated that the site is viewed within a busy street scene where commercial activities are strongly in evidence. The display will fit comfortably within the commercial character of its surroundings, and will not appear intrusive in the street scene. The displayed will not adversely affect any architectural, cultural or similar features, either in the vicinity of the application or the surrounding area. The area has the advertising capacity to accommodate this the display without it appearing cramped, cluttered or isolated. The view is taken that the display will not cause undue harm to the interests of amenity or public safety. In consideration of all the foregoing, we look forward to receiving a favourable response.

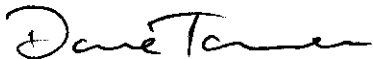
Cont.

Further Information/Conditions

This letter forms part of the application and we would be grateful if you could take into account the above considerations in the determination of the application. We would welcome a discussion prior to a determination in case there is scope to amend the application to take account of any concerns. If you wish to discuss the application or meet on site or at the Council's offices, please let us know.

Should you require any further information regarding any aspect of this application please do not hesitate to contact us. If telephoning please ask for David Tanner.

Yours Faithfully

A handwritten signature in black ink, appearing to read 'David Tanner', with a stylized, cursive script.

David Tanner
Outside Advertising Ltd