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London W3 7JP

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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

SITE AT SCALA, 275-277 PENTONVILLE ROAD, LONDON N1 9NL

TEMPORARY SCAFFOLD SHROUD SCREEN ADVERTISEMENT

Dear Sir/Madam,

Please find enclosed an application for temporary express advert consent for a temporary shroud screen advertisement around scaffolding at the above location during refurbishment works.

The period of consent requested is 12 months, and any consent could be so conditioned.

The building although not statutorily listed is an important heritage asset being located within the Kings Cross conservation area.

However, the proposal would not only facilitate its restoration for the long term amenity benefit but would maintain its appearance on the scaffold as a printed image during the works period when the façade is hidden away.

A full 'Design and Access Statement' is included with the application which describes and justifies the proposal.

Please find enclosed the completed advert application forms and accompanying plans (PY 2182 001-009) along with the application fee of £385,

Yours faithfully,