

05/12/2014

APPLICATION FOR ADVERTISING CONSENT FOR THE DISPLAY OF BANNERS ON LAMPPOSTS

Extension of application 2014/6260/A

This cover letter is in support of the planning application for the extension of the advertising consent currently held for Euston Road. In its entirety the submission is for 16 identical lamppost banner sites along a stretch of Euston Road between the junction with Pancras Road and Midland Road. The lamppost columns in question are sites 21,23,27, 29, 31, A,B,C,D,E,F,40,41,I,43,46. Although TfL have agreed in principle to their columns being used, we are seeking advertising consent for the display of the adverts within the Borough of Camden.

The banners will display Eurostar branding, and are to coincide with their 20th Anniversary until 20th January. The banners will then be replaced to promote The Railway Children, a production taking place at the Kings Cross Theatre. The advertising is sought for an extension until the 18th February 2015 on the current sites

Advice was sought from Camden's planning department to determine the viability of this proposal being accepted. It was generally agreed in principle, that due to the temporary nature of the campaign, and that it was relating to a local event, that planning would be granted.

The Bay Media lamppost banner system which will be used is a retrofit flex-arm system. The system will be installed and removed at the end of the period. The system is installed with a protective layer to make sure there is no damage to the column, and this layer can be sourced so that it matches the colour of the column there by minimising the visible area on the column. The specifications for the system are included in the appendix documentation in this submission. All installations are made with a minimum clearance of 2.8m from the ground and will not be installed so that they obstruct the carriageway, as is indicated by the Technical Drawing included in the appendix documentation in this submission.

All sites will be subject to a license from Highways, and will be structurally tested by Rei-lux UK, a third party testing company, prior to any installation and only sites which have been classified as Grade 1 structurally sound will be used. The testing results will be shared with Jim Thornhill of Camden Council.

All advertisements displayed will adhere to the advertising restrictions, pursuant to the Advertising Standards Authority code and will be submitted to Christine Thomson and the Corporate Strategy - Business & Commercial Development Team for final approval prior to any installation.

Yours faithfully,

Lizzie Miller

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For and on behalf of Bay Media Limited