

**APPLICATION FOR ADVERTISING CONSENT FOR THE DISPLAY OF BANNERS ON LAMPPOSTS  
Working in Partnership with Camden Council**

This cover letter is in support of the planning application for Shaftesbury Avenue. In its entirety the submission is for 11 lamppost banner advertising sites.

The banners will add to the current scheme “*Contract for the grant of media-ownership of non-illuminated commercial advertising on lampposts*” - 2011 . The roads and sites in question have been chosen with advice from Camden Council’s procurement and street lighting team prior to pre planning.

*Pre planning advice was then sought to determine the viability of this proposal being accepted – with details included in the relevant section of this application. These sites have been granted approval previously in January 2015 under the reference 2014/7073/A, and ad consent is being sought again as the 1 year limit has come to an end.*

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 contract 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 structurally tested 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.

Yours faithfully,  
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For and on behalf of Bay Media Limited