

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

This cover letter is in support of the planning application for lamppost banners and signs to be installed on lampposts along Eversholt Street, Phoenix Road, Brill Place and Midland Road, for the purpose of wayfinding for the new 'Green Walking Route'. The purpose of the route is to encourage people to walk from Euston Station to St Pancras Station, via back roads, and not along Euston Road.

In its entirety the submission is for 3 lamppost banner sites, and 27 back to back, aluminium sign sites.

Pre planning advice has been sought from the planning team within the London Borough of Camden, who confirmed the mixture of signage, by limiting the banners to only 3 key locations along the route. The solution mitigated the need for sites to be lost due to them blocking CCTV views.

Yours faithfully,
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For and on behalf of Bay Media Limited