

Mr P Koscienc
21 First Ave
Acton
London W3 7JP
15 July 2016

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

SITE AT BARFLY, 49 CHALK FARM ROAD, CAMDEN, LONDON NW1 8AN

TEMPORARY SCAFFOLD SHROUD SCREEN ADVERTISEMENT

Dear Mr Gentet,

Following your recent refusal of my initial application for a *'temporary scaffold shroud screen advertisement for a 6 month period'* (your reference 2016/2540/A refused 30 June 2016) and our subsequent discussions, I am now able to resubmit this with the amendments recommended to accord more with your views and policy requirements.

The bulk of the shroud comprises now a 1:1 image of the building façade, with the inset advertising space limited to the subsidiary elevation along Ferdinand Street. Thus the Chalk Farm Road frontage which you felt was sensitive will be covered entirely by a 1:1 image of the building façade. The secondary frontage to Ferdinand Street contains an inset advertising area measuring 7.5m x 5.5m equating to around 20% of that elevation.

With regard to the building works these are currently underway and the scaffolding is in place. I attach a photograph of the scaffolding and the permit license which runs until December for external refurbishment works.

This is a short term project only for around 6 months.

I enclose the completed forms and plans 001-011. No fee is required for this application which qualifies for a 'free go' exemption following the first refusal of application 2016/2540/A.

If there is any way you could expedite a decision given the very temporary nature of the proposal I would be grateful,

Yours sincerely,