

Gentet, Matthias

From: Linda Chung [REDACTED]
Sent: 15 June 2016 11:24
To: Gentet, Matthias
Subject: 2016/3172/A Advertising banner

Railings outside Hampstead Underground Station Hampstead High Street London NW3 1QG

Temporary display of a non-illuminated banner (measuring 0.7m in height by 1.2m in width) to be attached to the railings outside Hampstead High Street Underground Station from 07/06/2016 to 17/09/2016.

Application number: 2016/3172/A
Application type: Advertisement Consent

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Dear Mr Gentet

Thank you for notification of this application.

I don't want to object to this application because I think it is advertising a community event but I have some queries.

It seems to be an unnecessarily long period for the sign to be displayed - could you please clarify that the rules are say, no more than 3 weeks in advance of an event - I can't see the actual date of it, then for it to be removed immediately after. Thus it is very reasonable that the sign is up for 3 weeks at the most. Any longer it becomes street clutter.

Also the sign in the previous year, and as you can see from the photo, is too deep (tall), and thus is very saggy, creased and ugly. It would look better if the height was reduced.

Kind regards

Linda Chung