

David Armstrong  
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Dartford Road  
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Planning Services  
Camden Town Hall  
Argyle Street  
London WC1H 8EQ

5<sup>th</sup> August 2016

**Re: Extension of Advertisement Consent for the temporary display of an advertisement within a scaffold shroud at 45 New Oxford Street, London, WC1A 1BH PP-05386602**

Dear Sir or Madam,

I act as agent to the applicant, King Media Ltd, and write to request an extension of the current consent to display an advertisement on a scaffold shroud at 45 New Oxford Street, London, WC1A 1BH for a further period of 36 weeks.

Consent has been granted under 2015/5876/A for a 42 week period until 30/09/16 for the temporary display of an advertisement panel (4m high x 6m wide) set within a scaffold shroud fronting onto New Oxford Street. However, the consent has not yet been implemented and the advert will not be erected until 18th August 2016 due to severe delays to the programme of works. The project is now back on track and a pavement licence has now been secured from Camden Council to erect the scaffolding (a copy of this licence is submitted as part of this application).

The applicant is hoping to secure an extension of 36 weeks in order to allow the period of actual display to match the period that was originally consented. The effect of this application will not incur any additional impact over and above that which has already been considered appropriate and permissible.

In order to assist determination please find the following documents submitted with this letter of application:

1. Application Form
2. Scaffold Licence
3. Location Plan and Drawings
4. Building Survey 2012
5. Photographic Schedule of Condition

6. Schedule of Works
7. Application fee £385

It is important to note that all specifics are the same as originally permitted: display of a micromesh PVC screen/shroud incorporating a static advertising panel (4m high x 6m wide), set within an illustrated scaffold. The shroud is to be positioned above ground floor level.

The application site is a Grade II listed building and listed building consent has already been obtained for the works described under application ref: 2015/6137/L.

Prior to submission, I have discussed this application and the relevant issues with Barry Dawson of Camden's Planning Department, he was the case officer for the original application and I would suggest that the case officer assigned to this application consult Mr Dawson in this respect.

I trust you have everything you need to consider this application favourably but please do not hesitate to contact me should you need any further information.

Yours sincerely,

A black rectangular redaction box covering the signature of David Armstrong.

David Armstrong BA MRUP MRTPI