

Gentet, Matthias

From: Margaret Richardson <[REDACTED]>
Sent: 06 September 2016 15:28
To: Gentet, Matthias
Cc: [REDACTED]
Subject: Camden High Street, NW1 7BU; Application ref: 2016/4630/A

Dear Matthias,

We are writing on behalf of the Camden Town CAAC.

Although there are existing banners on lamp posts in this area, they are not advertisements *per se*, but instructions to seek 'Fish & Chips, 2 mins' etc, which is rather different. Presumably planning permission has run out.

Consequently we are strongly against this application, particularly from Buck Street to Camden Town tube station which is within our Conservation Area.

In this area, 5 advertisements are proposed on the East side and 2 on the West.

We also suggest care should be taken not to spoil the special character of the area up to the Canal and the Lock markets which are visited by thousands each day. The mundaneness of the proposed banners spoils the attraction and surprise of the street settings which are created not by staid banners but by peculiar, 'edgy', idiosyncratic and inventive visual decorations. Banners are boring.

Yours sincerely,

Gordon Macqueen & Margaret Richardson, Co-Chairs of the Camden Town CAAC,
31 Oval Road,
London NW1 7EA