

David Armstrong
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

18th August 2016
(updated 9th September 2016)

**Re: Advertisement consent for the display of 1 no. advertisement banner within a scaffold shroud at The World's End, 174 Camden High Street, London NW1 ONE
PP-05420939**

Dear Sir or Madam,

I write on behalf of my client, King Media Ltd, to request an extension of the current consent to display an advertisement on a scaffold shroud at The World's End, 174 Camden High Street, London NW1 ONE for a further period of 55 days until 06/12/16.

Permission was granted under 2016/0547/ADV for 93 days of advertisement display (from 12/07/16 until 12/10/16), however the programme of works has been delayed to ensure that scaffolding does not interfere with trade at the public house during the crucial summer months when the pub is at its busiest.

It has now been agreed between the building owners, Glendola Leisure Ltd, and the management of the public house to erect scaffolding on the front elevation (with advertisement) on 05/09/16 which will result in 38 days of display under the existing consent. The additional 55 days sought will bring the total display period to the originally permitted duration of 93 days. The effect of this application will not incur any additional impact over and above that which has already been considered appropriate and permissible.

All aspects of the proposed advert remain the same as that of the existing permission. The proposal comprises a 17.5 sqm advertisement panel (3.5m wide x 5m high) on the west elevation (fronting onto Camden High Street). The advertisement will be set within the illustrated shroud, and will be unilluminated. For the sake of clarity, no change of location, orientation, position, size, configuration or design is sought.

The impact of the advertisement has already been considered by the Council under 2016/0547/ADV, when the proposal was judged to comply with planning policy including the Council's design guidance for advertisements in Conservation Areas covering no more than 10% of the scaffolded elevation. No additional impacts will result from delaying the start date of works, as the programme remains the same.

The revenue generated from the proposed advertisement will help subsidize the works and will help ensure the continued maintenance and preservation of this important urban block.

A substantial programme of maintenance and decoration works are due to take place at The World's End public house, including both internal and external works. For a full breakdown and description of planned works please refer to the 'Specification of Works' document prepared by Pembroke Design (who have been commissioned to undertake these works on behalf of the property owner, Glendola Leisure Ltd). This document was submitted with the previously approved application, nothing has changed as the duration of the programme of works remains the same.

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

1. Application Form
2. Location Plan and Drawings
3. Specification of Works
4. Programme of Works
5. Application fee £385

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,



David Armstrong BA MRUP MRTPI