

# ARMSTRONG PLANNING

10<sup>th</sup> May 2017

Planning Services  
Camden Town Hall  
Argyle Street  
London  
WC1H 8EQ

**Re: Consent for an extension of the temporary display of a shroud advertisement at 187 Kentish Town Road, London, NW1 8PD  
PP-06081915**

Dear Sir or Madam,

I write on behalf of my client, King Media Ltd, to request an extension of the current consent for the temporary display of an advertisement (3m high x5m wide) set within a scaffold shroud, at 187 Kentish Town Road, NW1 8PD, for a further period of 30 weeks (until 05/03/18).

Consent was granted under 2016/5283/A for a 37 week period of advertisement display (from 22/11/16 until 11/08/17), however the programme of works has been delayed by 30 weeks and this consent has not yet been implemented. Works are now scheduled to begin in June and an advertisement is to be displayed on 19/06/17. This application is therefore seeking an extension of 30 weeks to account for the delays to the programme. This extension would allow display up until 05/03/18 and would bring the duration of display back up to the originally approved 37 week period.

The impact of the advertisement has already been considered by the Council under 2016/5283/A. The effect of this proposal 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 advertisement (static and externally illuminated) will be set within the illustrated shroud. For the sake of clarity, no change of location, orientation, position, size, configuration or design is sought.

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. Lighting Specifications
4. 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.

Kind regards



David Armstrong *BA MRUP MRTPI*

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