**APPLICATION FOR ADVERTISING CONSENT FOR THE DISPLAY OF BANNERS AND SIGNS ON LAMPPOSTS**

**Working in Partnership with Camden Council**

This cover letter is in support of the continuing planning application for lamppost banners and signs on lampposts along Eversholt Street, Phoenix Road, Brill Place and Midland Road, for the purpose of wayfinding for the new ‘Green Walking Route’. The purpose of the route is to encourage people to walk from Euston Station to St Pancras Station, via back roads, and not along Euston Road.

In its entirety the submission is for 3 lamppost banner sites, and 27 back to back, aluminium sign sites. This is a replica of the current ad consent which finishes on the 28th June 2017.

Previous application ref: PP-04198935

Yours faithfully,

Lizzie Miller

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For and on behalf of Bay Media Limited