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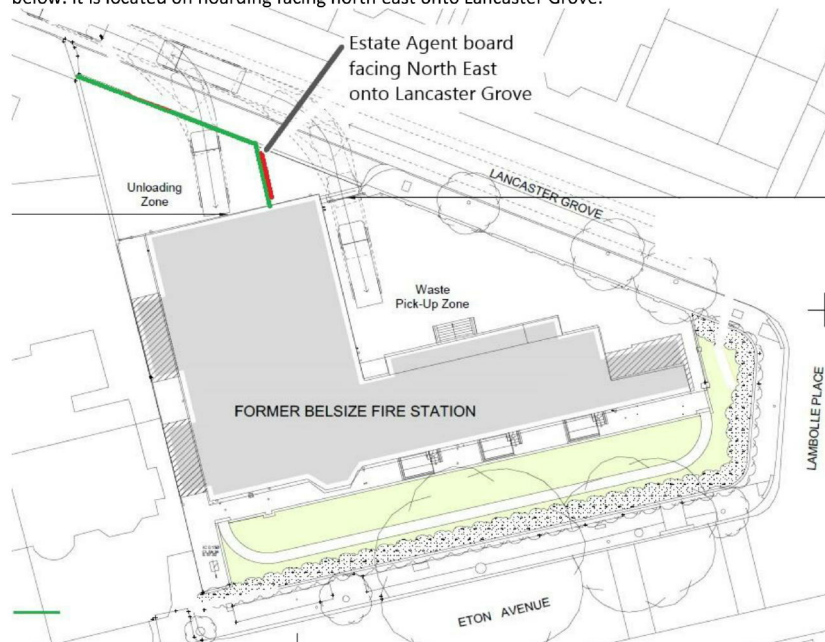
11<sup>th</sup> December 2018

Our ref: 558

RE: Advertisement Consent for Estate Agent board (facing North East onto Lancaster Grove) at Former Belsize Fire Station.

Dear Sir/Madam,

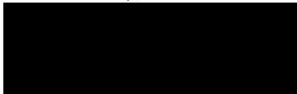
An advertisement consent application was submitted via the Planning Portal today for an estate agent board at 'Former Belsize Fire Station, Lancaster Grove, London NW3 4PB'. The location of the board is below. It is located on hoarding facing north east onto Lancaster Grove.



It is understood that Estate Agent boards are typically considered deemed consent. However, there is a regulation in place which prohibits the display of estate agent boards across seven of Camden's conservation areas. This includes Belsize Park, and more specifically all properties in Lancaster Grove. In these areas, deemed consent for the display of estate agent's boards does not apply.

Therefore, we are seeking advertisement consent to display a board in this area.

Yours faithfully,



**MUIREANN MURPHY**  
PLANNER NICHOLAS TAYLOR + ASSOCIATES