

11<sup>th</sup> February 2019

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
REGULATIONS 2007

226 Camden High Street

Alterations to Wall Mounted Display

Dear Sir/Madam,

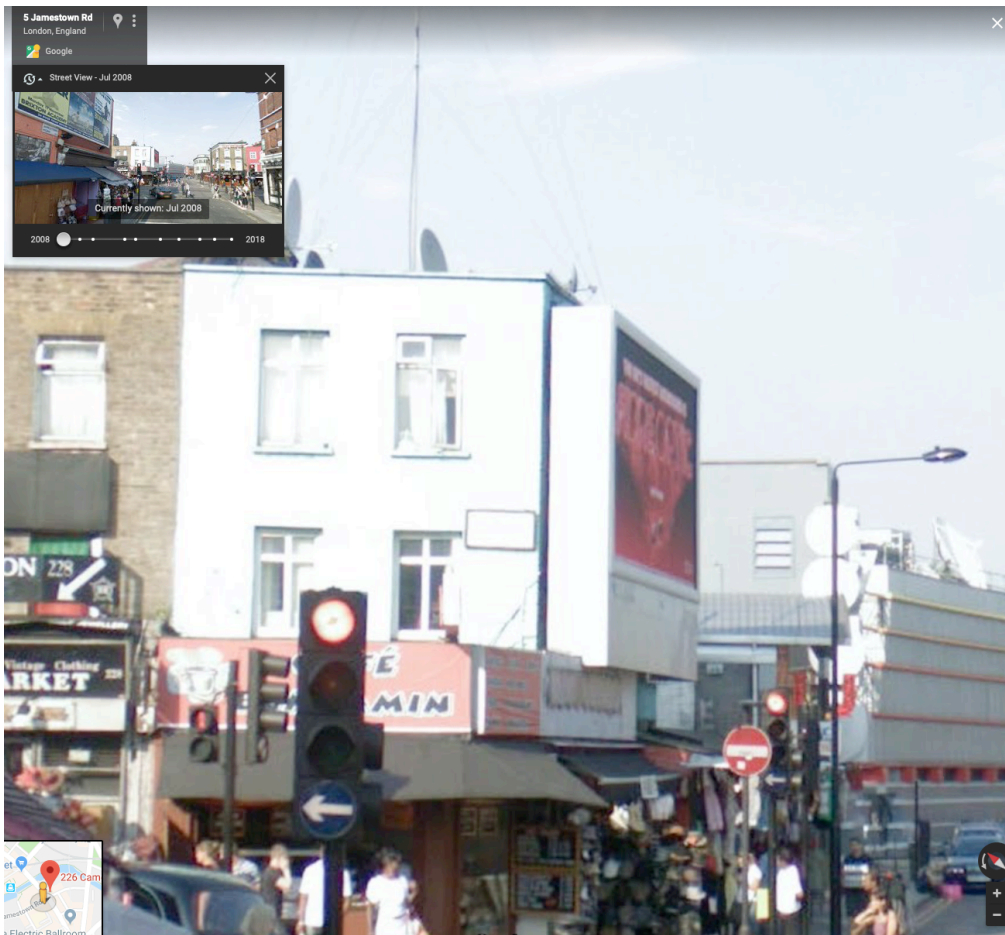
We enclose an application for express consent for a replacement sign.

The existing advertisement benefits from Planning Permission by way of class 13 of the TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 as the display has been continually used in the same format for over 10 years. Furthermore planning permission was granted for an internally illuminated display of the same proportions (2006/2766/A)

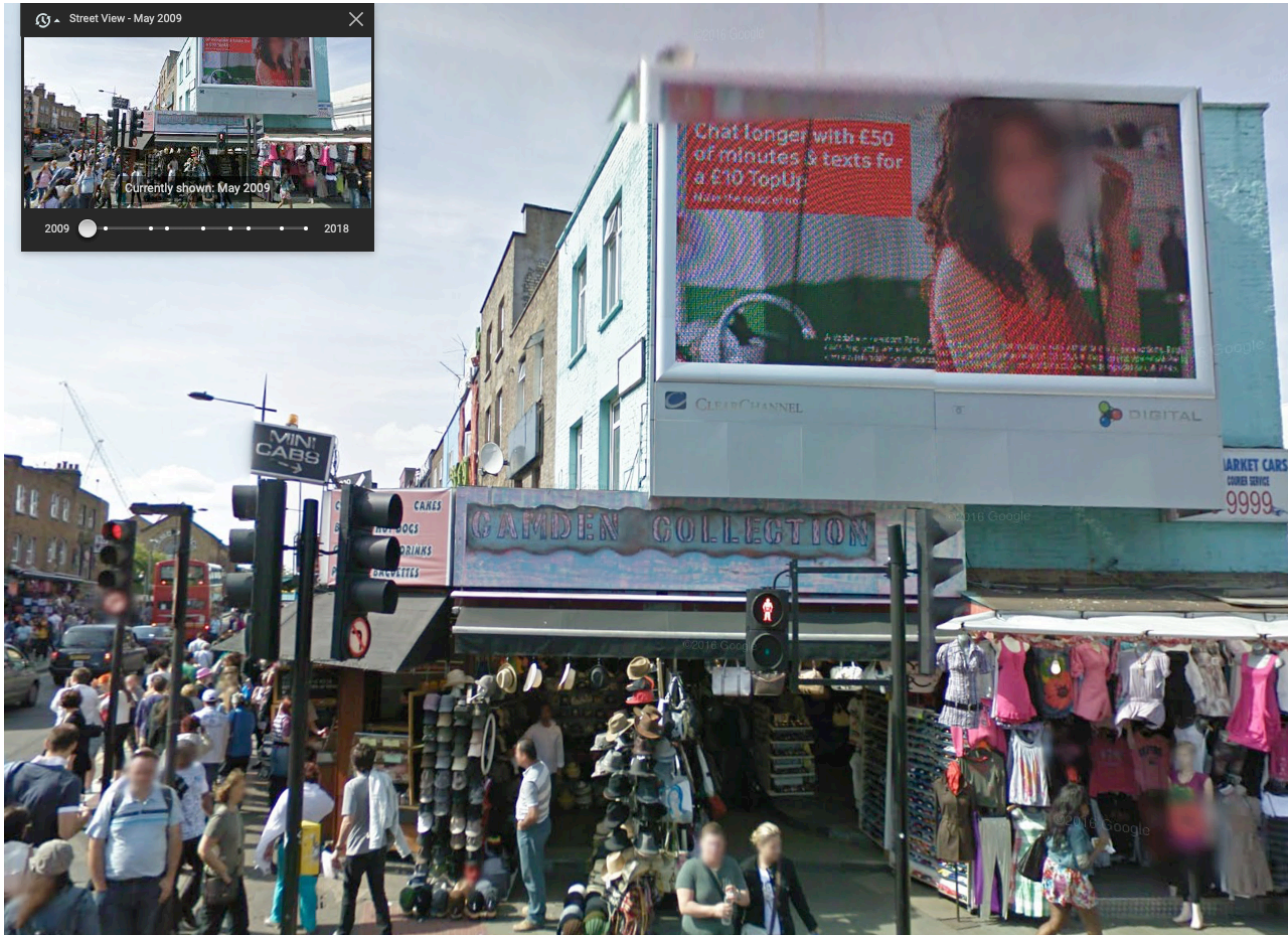
This proposal seeks to reduce the current display, which measures 3.2m x 6.2m (19.84sqm) with a smaller display measuring 2.5m x 4m (10sqm).

A 3m x 6m Display has been continually used on this flank wall since at least April 1997. The display has always been externally illuminated

It is proposed to remove this with a more modern slim advertisement that requires very little in the way of maintenance or regular bill posting. It is also proposed to reduce the overall area by 50%.



July 2008, LED Display 6.4m x 4.5m including cladding (source: Google Images)



As is usual with these applications there are a number of suggested conditions in the interest of public safety:

- The maximum level of illumination during hours of darkness shall be no more than 300c/m<sup>2</sup>.
- The luminance level of the display shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at no more than 300c/m<sup>2</sup> above ambient level.
- The approved display shall contain at all times a feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.
- No individual advertisement displayed on the LED screen shall contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
- There shall be a smooth, uninterrupted transition from one image to another. Transitions shall be of not less than one second between static images. No individual advertisement shall be displayed for duration of less than 10 seconds.

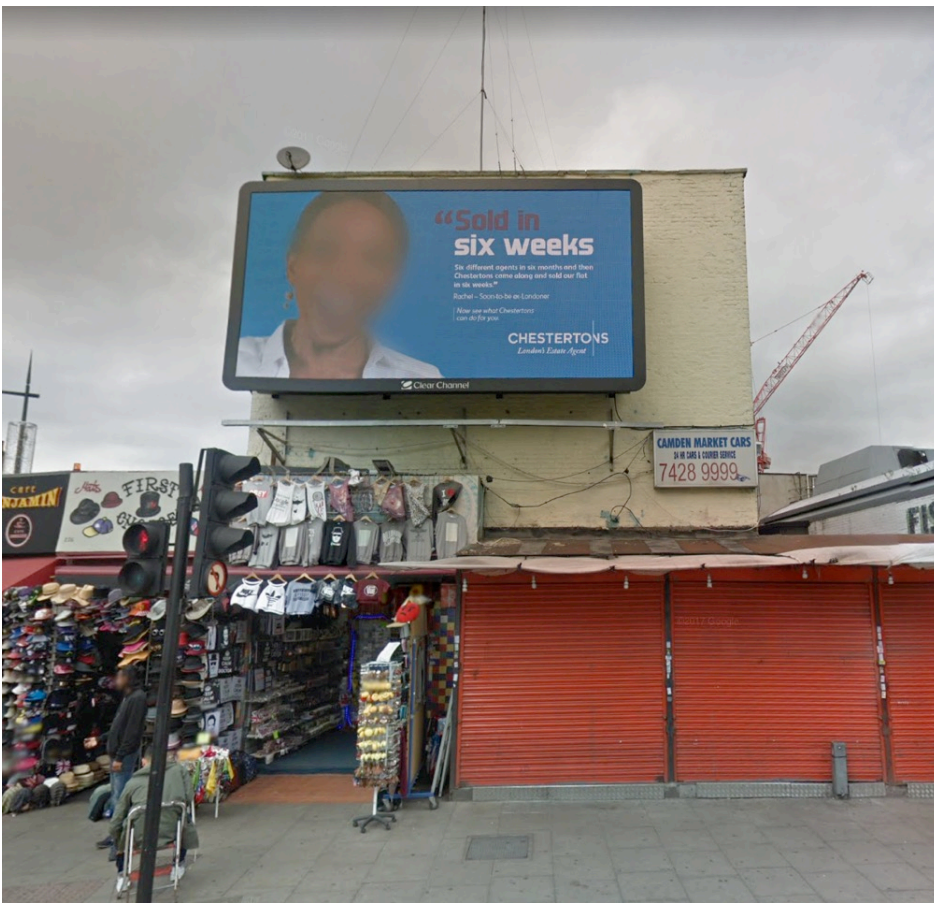
We hope this proposal will be supported.

Yours faithfully,

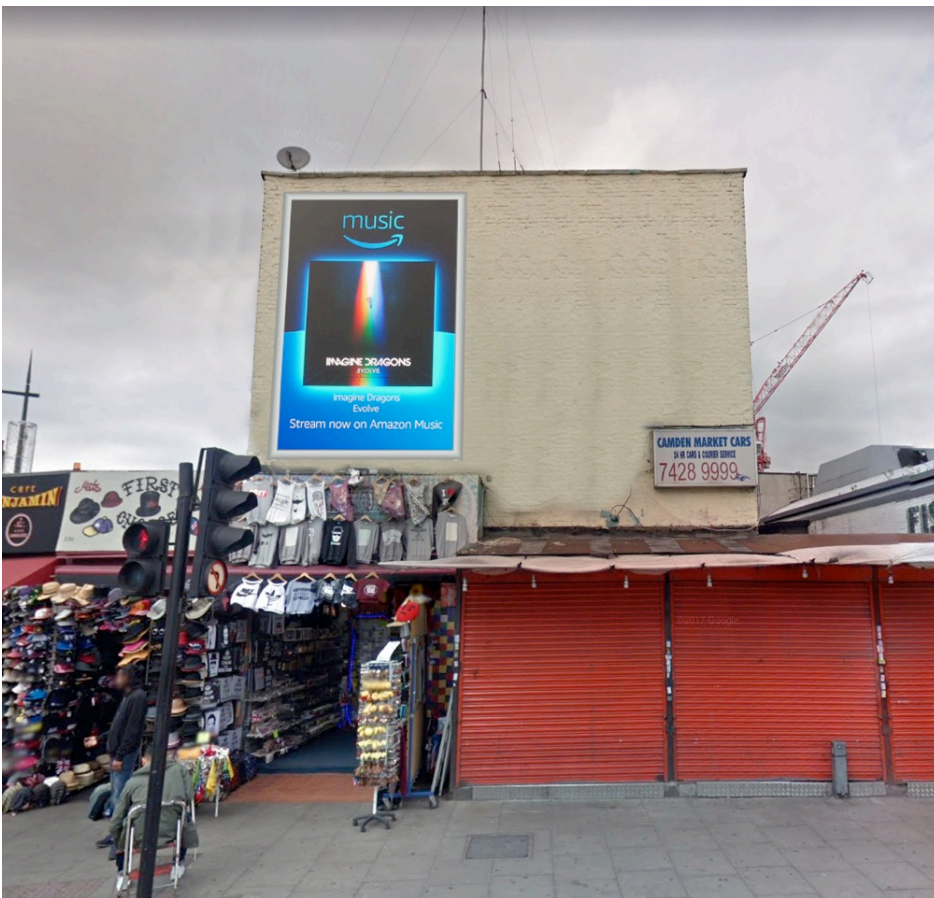
Chris Baker

McDowalls





Existing Display



Proposed Display