

Mr P Koscienc
21 First Ave
Acton
London W3 7JP
March 2020

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

APPLICANT: MRS ELAINE MILLS

PAVEMENT FLOWER KIOSK OUTSIDE BOOTS CHEMIST, 16/17 TOTTENHAM COURT ROAD, LONDON
W1T 1AZ

Dear Sir/Madam,

Please find enclosed an application for express advert consent on behalf of Mrs Elaine Mills.

Mrs Elaine Mills runs a flower kiosk at the bottom end of Tottenham Court Road close to Oxford Street. More specifically this is positioned on the pavement close to the junction with Hanway Street opposite 16/17 Tottenham Court Road (Boots the chemist retail shop).

The proposal is for a bespoke size and framed non-illuminated poster advertising board measuring 2.5 metres wide x 2 metres high, to be positioned on the back of the kiosk (parallel with Tottenham Court Rd). This would allow her an advertising facility for her business.

She has recently had to rebuild her old kiosk due to wear and tear. The previous kiosk had similar kiosk advertising in the same position for many years and was an integral part of her kiosk business.

This is a small business which has been operating for many years in a pavement kiosk and is an established part of the street scene and local community offering something different and smaller scale to the normal surrounding shops. It is difficult to run such a small scale business without associated advertising and advertising consent was previously given over 10 years ago.

The advertising would be non-illuminated and contextual with the kiosk. The printed poster imagery would be onto washable plastic and secured in place within a frame. This would contribute to deterring graffiti which is often a problem with the kiosks.

A visual impression of how it would look is included within the application.

The area is a vibrant and busy shopping street and it is considered that the proposal is contextual with the surrounding shopping environment and overall street scene,

Yours faithfully,