

APPLICATION FOR ADVERTISING CONSENT FOR THE DISPLAY OF BANNERS ON LAMPPOSTS
Working in Partnership with Camden Council

This cover letter is in support of the planning application for various roads within the Fitzrovia district. In its entirety the submission is for 30 lamppost banner advertising sites.

Road Name	Site Ref			
Whitfield Street	8		Tottenham Street	[e]
Whitfield Street	5		Tottenham Street	7
Whitfield Street	4		Tottenham Street	6
Whitfield Street	1		Tottenham Street	5
Whitfield Street	[g]		Tottenham Street	4
Grafton Way	13		Tottenham Street	3
Grafton Way	1 [site 8 on st view]		Tottenham Street	2
Maple Street	6		Goodge Street	9
Maple Street	4		Goodge Street	5
Maple Street	3		Goodge Street	3
Maple Street	2		Goodge Street	2
Fitzroy Street	3		Goodge Street	1
Fitzroy Street	2			
Charlotte Street	13			
Charlotte Street	11			
Charlotte Street	10			
Charlotte Street	[f]			
Charlotte Street	14			

The banners will add to the current scheme “*Concession agreement for lamppost banner advertising*” - 2018 . The roads and sites in question have been chosen with advice from Camden Council’s procurement and street lighting team prior to pre planning.

Pre planning advice was then sought to determine the viability of this proposal being accepted – with details included in the relevant section of this application. These sites were previously used, since the inception of the contract in 2011, and ad consent is being sought again due to changes along the street resulting in old columns being replaced with new ones, in different locations.

The Bay Media lamppost banner system which will be used is a retrofit flex-arm system. The system will be installed and removed at the end of the contract period. The system is installed with a protective layer to make sure there is no damage to the column, and this layer can be sourced so that it matches the colour of the column there by minimising the visible area on the column. The specifications for the system are included in the appendix documentation in this submission.

All installations are made with a minimum clearance of 2.8m from the ground and will not be installed so that they obstruct the carriageway, as is indicated by the Technical Drawing included in the appendix documentation in this submission.

All sites will be structurally tested a third party testing company, prior to any installation and only sites which have been classified as Grade 1 structurally sound will be used. The testing results will be shared with William Nash of Camden Council.

All advertisements displayed will adhere to the advertising restrictions, pursuant to the Advertising Standards Authority code.

Yours faithfully,
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