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Development Management  
Camden Town Hall Extension  
Argyle Street  
London WC1H 8EQ

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	<input type="text" value="1"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="St Giles High Street"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text" value="Camden"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC2H 8AG"/>

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
<input type="text" value="530034"/>	<input type="text" value="181346"/>
Description	<input type="text"/>

## Applicant Details

### Name/Company

Title

Miss

First name

Sarah

Surname

Fraser

Company Name

Savills

### Address

Address line 1

Central Saint Giles

Address line 2

1. St. Giles High Street

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

WC2H 8AG

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

LED Screen and structure

Erection of structure incorporating a LED screen and associated advertisements for a temporary period between 16 June 2023 and 16 September 2023 within the Central Saint Giles piazza. The screen plywood structure will be wrapped in a vinyl advertisement and the LED screen will be showcasing sport, news and various suitable adverts.

**Advertisement Type:**

Other type

**Height:**

5.08 metres

**Width:**

6.08 metres

**Depth:**

3.37 metres

**What is the height from the ground to the base of the advertisement?:**

0 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

LED screen

**The colour of text and background:**

Various - moving colours

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

1 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Intermittent

Please describe each of the 'Other type(s)' of advertising proposed

LED Screen and Structure

**Location of Advertisement(s)**

Is the advertisement(s) you are applying for already in place?

- ☐ Yes  
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes  
☒ No  
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes  
☒ No

## Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

16/06/2023

To Date

16/09/2023

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☒ Yes

☐ No

If Yes, please provide details

Office/Retail occupiers and Residential Management companies to Central Saint Giles (London Residential Management & Clarion Affordable Housing).

## Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes

☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

☐ The agent

☒ The applicant

☐ Other person

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes

☐ No

**If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):**

Officer name:

Title

\*\*\*\*\* REDACTED \*\*\*\*\*

First Name

\*\*\*\*\* REDACTED \*\*\*\*\*

Surname

\*\*\*\*\* REDACTED \*\*\*\*\*

Reference

Date (must be pre-application submission)

14/04/2023

Details of the pre-application advice received

Advice on type of planning application  
Fees associated  
Timescale of approval

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes  
☐ No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes  
☒ No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Sarah Fraser

Date

19/04/2023