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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

CBRE

Address

Address line 1

Central Saint Giles

Address line 2

1 St Giles High Street

Address line 3

Town/City

London

County

Camden

Country

Postcode

WC2H 8AG

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Miss

First name

Sarah

Surname

Fraser

Company Name

CBRE

Address

Address line 1

1

Address line 2

St Giles High Street

Address line 3

Town/City

London

County

Country

Postcode

WC2H 8AG

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Erection of structure incorporating a LED screen and associated advertisements for a temporary period between 28 June 2024 and 27 September 2024 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, family films and various suitable adverts

Advertisement Type:

Other type

Height:

4.5 metres

Width:

5.5 metres

Depth:

1.8 metres

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

4.5 metres

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

30 metres

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

10 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?:

Externally

Illuminance levels:

1 cd/m²

Will the illumination be static or intermittent?:

Intermittent

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

11.25sqm LED Screen and plywood 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

27/06/2025

To Date

26/09/2025

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

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 the questions answered, details provided, and the 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 opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

15/04/2025