



Development Management Team (West Area)
London Borough of Camden
6th Floor
Town Hall Extension (Culture and Environment)
Argyle Street
London
WC1H 8NJ

27 March 2015

Our Ref: BTT010/kc/hpf

Dear Sir/Madam,

BT TOWER INFOBAND: Renewal of existing advertisement consent on a listed building

- **Application for Advertisement Consent**
- **Application for Listed Building Consent**

On behalf of our client, British Telecommunications Plc (BT), we are pleased to submit the above applications for listed building and advertisement consent in respect of the Infoband on the BT Tower.

The applications seek to renew the existing advertisement consent for the BT Tower LED Information Band which was granted in October 2009 for the standard period of five years. The proposals as part of the 2009 listed building and advertisement applications consented the re-facing of the band with new LED lights and the use of the band for displaying animated signage.

Under Class 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the continued use of the Infoband in its current form is considered to benefit from deemed consent. However, on the precautionary principle, we wish to formally secure a renewal of the advertisement consent to enable the current infoband to continue to operate as existing.

The renewal of this permission would enable the information band to continue to be used in its existing capacity. This renewal comprises the following applications:

- **An application for Advertisement Consent** – to renew the consent for the existing LED information band to continue its use and role for displaying information and communications; and
- **An application for Listed Building Consent** – in support of the application for advertisement consent and recognising the BT Tower as a heritage asset, an application for Listed Building Consent is submitted for completeness, although no changes to the Information Band on the Tower are proposed.

David Lock Associates Limited

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Listed Building Consent Application

A listed building consent application is submitted to support the renewal of the advertisement consent for the Infoband on the BT Tower as a heritage asset.

Given the significance and prominence of this Grade II Listed Building the application documentation includes a Heritage, Design and Access Statement. This incorporates the information required as part of a Heritage Statement in order to meet LB Camden's validation requirements, and also the requirements set out in the Planning Practice Guidance (Paragraph 016, Reference ID 14-016-20140306). The Statement addresses the significance of the BT Tower as a heritage asset and provides a justification for the continued use of the Information Band in its current capacity. The application for listed building consent comprises the following information:

- completed application form;
- Heritage, Design and Access Statement;
- Formal Application Drawings:
 - i. Location Plan of the BT Tower at 1:1250 Scale showing the application area outlined in red and the ownership of British Telecommunications plc in blue (Drwg No: BTT010/001)
 - ii. Existing / Proposed elevations of BT Tower (Drwg No: BTT010/002)
 - iii. Existing / Proposed details of BT Tower (Drwg No: BTT010/003)

Advertisement Consent Application

An advertisement consent application is submitted to renew the existing consent granted in 2009 for the Infoband for a further five year period. The application for advertisement consent comprises the following information:

- completed application form;
- Heritage, Design and Access Statement;
- correct application fee of £110;
- Formal Application Drawings:
 - i. Location Plan of the BT Tower at 1:1250 Scale showing the application area outlined in red and the ownership of British Telecommunications plc in blue (Drwg No: BTT010/001)
 - ii. Existing / Proposed elevations of BT Tower (Drwg No: BTT010/002)
 - iii. Existing / Proposed details of BT Tower (Drwg No: BTT010/003)

If you have any further queries then please do not hesitate to contact me. We look forward to receiving notification of registration at your earliest convenience.

Yours sincerely

Helen Pearson-Flett

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Associate

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Encs

cc Andrew Burke British Telecommunications
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