



PLANNING
WITH PURPOSE

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Our Ref: HSR/02/Edifice/StGiles

1st April 2015

SUBMITTED BY E-MAIL (*Matthias.Gentet@camden.gov.uk*)

Planning Department
London Borough of Camden
Camden Town Hall Extension
Argyle Street
London
WC1H 8ND

FAO: MATTHIAS GENTET

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
APPLICATION FOR TEMPORARY ADVERTISEMENT CONSENT
APPLICATION REF: 2014/6754/NEW
PROPOSED LOCATION: LAND AT ST GILES CIRCUS, LONDON, WC2H**

Further to the original submission last year which was referenced by the Council under 2014/6754/NEW. We have as you are aware been working on the revised scheme. Following our detailed consultations with all interested parties and the meeting on site yesterday, we feel the amended proposal is now not only appropriate but also attainable.

In line with the planning officer's initial comments the overall commercial element has been significantly reduced leaving just two externally illuminated shroud banner advertisements: *Banner A* on Andrew Borde Street c/o Charing Cross Road; and *Banner B* on St Giles High Street c/o Denmark Street (as per the original scheme). However following the meeting on site yesterday this amended submission relates to ***Banner A*** only. Each commercial display will be incorporated and framed within a complete 1:1 scaffold shroud image of both the existing and new buildings on the site. In addition the commercial banner displays will be just 10% of each total elevation size, again in line with Local Council Policy. Details for Banner B will be forwarded once they have been finalized.

In light of these significant changes and the detailed consultations undertaken to date we look forward to gaining the support from the Council. A full set of amended planning drawings (titled Rev A) are also attached for your consideration.

If there is anything else you require please do not hesitate to contact us. In the interim we look forward to hearing from you at the earliest and thank you again for taking the time to meet my clients on site.

Yours Faithfully,

HSR