

**From:** Day Mark (ST) <[REDACTED]>  
**Sent:** 14 July 2015 10:17  
**To:** Akhaja, Jagdish  
**Subject:** 2015/3210/A; St Giles Hotel, Bedford Avenue, London WC1B 3GH

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**Categories:** [REDACTED]

Dear Jagdish

**RE: 2015/3210/A; St Giles Hotel, Bedford Avenue, London WC1B 3GH  
Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd floor level.**

With respect to the above proposals, the application site is located on the A400 Tottenham Court Road, which forms part of the Strategic Road Network (SRN). Whilst TfL have an oversight role for the SRN Camden are the highway authority as well as the planning authority and should determine the acceptability of the proposals in highway safety and amenity terms. This is particularly important in the context of the now approved West End Project, which seeks to improve the public realm of the area and would introduce a new signalised junction at the Tottenham Court Road / Great Russell Street junction, adjacent to the site. The proposals should be carefully considered in terms of their interaction with the proposed junction and whether they could distract drivers on the approach to it as well as any amenity impacts.

Should the proposals be granted consent, as well as the standard ones suitable conditions restricting the display to static images only and regarding illumination, minimum duration of display of an image and method of change must be secured. We are able to provide examples of these if it is helpful.

Regards

Mark

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