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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 Advertisements) (England) Regulations 2007

#### 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.

#### 1. Site Address

Number

Suffix

Property name

Address line 1

Address line 2

Address line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

#### 2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	
Postcode	W1D 4NU
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	02074374372
Secondary number	
Fax number	
Email address	asnow@iceniprojects.com

## 3. Agent Details

Title	Ms
First name	Anna
Surname	Snow
Company name	Iceni Projects
Address line 1	Da Vinci House
Address line 2	44 Saffron Hill
Address line 3	
Town/city	London
Country	
Postcode	EC1N 8FH
Primary number	07972563579
Secondary number	
Fax number	
Email	asnow@iceniprojects.com

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of 1912 sqm of internally illuminated intermittent LED display to the internal walls, ceiling and floor of the Urban Gallery in connection with the redevelopment of St Giles Circus site.

Please select the type(s) of advertising you are proposing:

- Fascia sign(s)  
 Projecting or hanging sign(s)  
 Hoarding(s)  
 Other type(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1

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

19 metre(s)

#### 4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 23 x Width: 29 x Depth: 14 metre(s)
What materials will the sign be made of? LED digital skin	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  changable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 15 x Width: 29 x Depth: 1 metre(s)
What materials will the sign be made of? LED Digital Skin	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  Changable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 11 x Width: 14 x Depth: 1 metre(s)
What materials will the sign be made of? LED Digital Skin	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  Changeable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated

#### 4. Type of Proposed Advertisement(s)

Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 11 x Width: 22 x Depth: 1 metre(s)
What materials will the sign be made of? LED Digital Skin	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  Changeable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 11 x Width: 23 x Depth: 1 metre(s)
What materials will the sign be made of? LED Digital Skin	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  Changeable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 29 x Width: 14 x Depth: 0 metre(s)
What materials will the sign be made of? IED Digital Skin	

#### 4. Type of Proposed Advertisement(s)

What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Changeable	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Intermittent

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

LED digital skin to the internal walls, floor and ceiling of the Urban Gallery

#### 5. 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

#### 6. Advertisement(s) Period

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

From

To

#### 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?  Yes  No

If Yes, please provide details:

Consultation took place as part of the previous advertisement consent application and recent consultation has been had with Cllr Sue Vincent.

#### 8. 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

#### 9. 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:

### 9. Pre-application Advice

Title	Mr
First name	Jonathan
Surname	McClue
Reference	

Date (Must be pre-application submission)

Details of the pre-application advice received

### 10. Interest In the Land

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

Yes  No

### 11. 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.

Yes  No

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?

### 12. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.

Date (cannot be pre-application)

12/05/2020