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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	<input type="text"/>
Suffix	<input type="text"/>
Property name	IFO 10 Gray's Inn Square, Holborn, London WC1R 5JP
Address line 1	IFO 10 Gray's Inn Square, Holborn, London WC1R 5JP
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	Camden
Postcode	WC1R 5JP

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

Easting (x)	531052
Northing (y)	181833

Description

TfL Digital shelter to be relocated part of the Gray's Inn Road redevelopment scheme.
Current location: Opp. 42 Grays Inn Rd, Holborn, London WC1X 8LR
New location: IFO 10 Gray's Inn Square, Holborn, London WC1R 5JP
The shelter will be installed on an island, separated from the current footway by a new cycling lane.
Please liaise with the following people for additional details on the scheme:
Peter Ashley - Peter.Ashley@camden.gov.uk
Neil McDonald - Neil.McDonald@camden.gov.uk
Elizabeth Beaumont - Elizabeth.Beaumont@Camden.gov.uk

2. Applicant Details

Title	Mr
First name	Pierre
Surname	Rogier
Company name	JCDecaux UK
Address line 1	991 Great West Road, Brentford
Address line 2	<input type="text"/>

2. Applicant Details

Address line 3	<input type="text"/>
Town/city	<input type="text" value="Brentford"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="TW8 9DN"/>

Are you an agent acting on behalf of the applicant?

Yes No

Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Single freestanding Forum Structure located inside TfL shelter, featuring Digital 84" double sided screen. The Digital screen is capable of displaying illuminated, moving images and content is supplied via secure remote connection. TfL will utilise 15% of Digital screen broadcast time to display public service information. In the event of an emergency, TfL will be able to override the advertisement function and display an 'Emergency Message', alerting the public of immediate danger.

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?	0.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.37 x Width: 1.34 x Depth: 0.35 metre(s)
What materials will the sign be made of?	Steel aluminium and toughen glass
What is the maximum height of any of the individual letters and symbols?	186 cm
The colour of text and background	Various
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	2500 cd/m2
Will the illumination be static or intermittent?	Static

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

4. Type of Proposed Advertisement(s)

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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

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Digital advertising panel installed at shelter's current location.
Current location: Opp. 42 Grays Inn Rd, Holborn, London WC1X 8LR
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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

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:

Title

First name

Surname

Reference

Date (Must be pre-application submission)

9. Pre-application Advice

Details of the pre-application advice received

TfL Digital shelter to be relocated part of the Gray's Inn Road redevelopment scheme.
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10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? Yes No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? Yes No

If No, why has permission not been obtained?

Public footway

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)