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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	46
Suffix	
Property name	
Address line 1	Goodge Street
Address line 2	
Address line 3	
Town/city	London
Postcode	W1T 4LU
Description of site location must be completed if postcode is not known:	
Easting (x)	529419
Northing (y)	181705

Description

Lamppost banners to be installed across the Fitzrovia District on the following roads only.

Whitfield Street  
Grafton Way  
Maple Street  
Fitzroy Street  
Charlotte Street  
Tottenham Street  
Goodge Street

#### 2. Applicant Details

Title	Miss
First name	Lizzie
Surname	Miller
Company name	Bay Media Ltd
Address line 1	18 Deane House Studios
Address line 2	Greenwood Place

2. Applicant Details

Address line 3

Kentish Town

Town/city

LONDON

Country

United Kingdom

Postcode

NW5 1LB

Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2.2m x 0.785m lamppost banners affixed to the columns, the nature of the advertising content will vary depending on who it is sold to.

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?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.785 metre(s)
Dimension:	Height: 2.2 x Width: 0.785 x Depth: 0 metre(s)
What materials will the sign be made of? PVC	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background  various	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

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

PVC lamppost Banner, 2.2m x 0.785m affixed using Bay Media's patented spring loaded brackets system

## 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

01/02/2021

To

01/02/2026

## 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)

22/12/2020

Details of the pre-application advice received

Hi Lizzie

I have looked through Whitfield Street again and there is a varying character on this street which alters between Fitzrovia's office/residential character and the commercial areas which are mostly at the junctions with the commercial streets on Goodge St and Tottenham St. I have amended my advice in light of this, and as a result the number of appropriate sites are reduced to five. It looks like an older version was shared with you in error.

Please bear in mind, I will still need to discuss the proposals with Conservation & Heritage Officers when the application is formally submitted, so they may have further comments to make.

Road Name Site RefBanner SizeApproved in PrincipleReason for rejection

Whitfield Street[a]2.2m x 0.875mNoResidential Character

Whitfield Street212.2m x 0.875mNo I have looked at this one again and although there are shops opposite the character is predominantly residential – together with the trees and set back, this may not be viable anyway - please remove from proposal

Whitfield Street192.2m x 0.875mNoListed

Whitfield Street182.2m x 0.875mNoResidential Character

Whitfield Street172.2m x 0.875mNo I have looked at this one again and the character is predominantly residential / offices with no signage or commercial units –therefore a banner would be out of character - please remove from proposal

Whitfield Street152.2m x 0.875mNo I have looked at this one again and the character is predominantly residential / offices with no signage or commercial units –therefore a banner would be out of character - please remove from proposal

## 9. Pre-application Advice

Whitfield Street102.2m x 0.875mNo I have looked at this one again and the character is predominantly residential / offices with little signage or commercial units. The locally listed garden has recently had public realm improvements—therefore a banner would be detract from this area. - please remove from proposal  
Whitfield Street92.2m x 0.875mNo As above (site 10) outside no. 52 Whitfield St  
Whitfield Street82.2m x 0.875mYes Yes  
Whitfield Street52.2m x 0.875mYes Yes  
Whitfield Street42.2m x 0.875mYes Yes  
Whitfield Street32.2m x 0.875mNoProtected open space  
Whitfield Street22.2m x 0.875mNo I have looked at this one again and the character is predominantly residential / offices with no signage or commercial units and is fairly close to the open space —therefore a banner would be out of character - please remove from proposal  
Whitfield Street12.2m x 0.875mYes Yes  
Whitfield Street[g]2.2m x 0.875mYes Yes

As the total number of sites in Fitzrovia is 30, we can accept one fee of £462.00 for all the sites and assess under one application.

Road Name Site Quantity following planning check – July 2020SizeNotes

Whitefield Street112.2m x 0.875mOnly 5 were identified as potential sites  
Grafton Way22.2m x 0.875m2  
Maple Street42.2m x 0.875m4  
Fitzroy Street22.2m x 0.875m

## 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

## 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)