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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	262
Suffix	
Property name	Grosvenor St. Giles Casino
Address line 1	Tottenham Court Road
Address line 2	
Address line 3	
Town/city	London
Postcode	W1T 7RG
Description of site location must be completed if postcode is not known:	
Easting (x)	529815
Northing (y)	181490
Description	

2. Applicant Details

Title	MR
First name	
Surname	PETIFER
Company name	GROSVENOR
Address line 1	Grosvenor
Address line 2	St Giles Casino
Address line 3	Tottenham Court Road
Town/city	London

2. Applicant Details

Country	
Postcode	W1T 7RG
Are you an agent acting on behalf of the applicant?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mrs
First name	Gillian
Surname	Shepley
Company name	Ashleigh Signs
Address line 1	Ashleigh House
Address line 2	Beckbridge Road
Address line 3	Normanton
Town/city	
Country	England
Postcode	WF6 1TE
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF ONE PROJECTING SIGN, 5X FASCIA SIGNS,1X WALL MOUNTED ROUNDEL AND 2X AMENITY BOARDS	
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Please select the type(s) of advertising you are proposing:

☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☐ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.53 x Width: 10.93 x Depth: 0.1 metre(s)
What materials will the sign be made of? FRET CUT ALUMINIUM/ACRYLIC (ITEM 03)	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.53 x Width: 2.6 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM/ACYLIC (ITEM 04A)	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.53 x Width: 3 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 04B)	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background BLACK/WHITE	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.53 x Width: 1.7 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 04C)	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 0.53 x Width: 2.3 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 05)	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 6	
What is the height from the ground to the base of the advertisement?	3.1 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	135 metre(s)
Dimension:	Height: 1.2 x Width: 1.2 x Depth: 0.135 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 06)	
What is the maximum height of any of the individual letters and symbols?	120 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 7	
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?	0.135 metre(s)
Dimension:	Height: 2.38 x Width: 0.68 x Depth: 0.135 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 07) X2	
What is the maximum height of any of the individual letters and symbols?	45 cm
The colour of text and background BLACK/WHITE	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.6 metre(s)
Dimension:	Height: 0.53 x Width: 0.53 x Depth: 0.2 metre(s)
What materials will the sign be made of? ALUMINIUM/ACRYLIC (ITEM 02)	
What is the maximum height of any of the individual letters and symbols?	53 cm

4. Type of Proposed Advertisement(s)

The colour of text and background

BLACK/WHITE

Will the sign be illuminated?

Yes

Will the sign be illuminated internally or externally?

Internally Illuminated

Illuminance levels

300 cd/m2

Will the illumination be static or intermittent?

Static

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

PROPOSED AND EXISTING ELEVATIONS

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

05/01/2022

To

05/01/2027

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

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)

05/01/2022