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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 Advertisement) (England) Regulations 2007 (as amended)

#### 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.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	<input type="text" value="297"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="Kentish Town Road"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text" value="Camden"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW5 2TJ"/>

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

Easting (x)	Northing (y)
<input type="text" value="528981"/>	<input type="text" value="185024"/>
Description	<input type="text"/>

## Applicant Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One internally illuminated fascia sign and one non-illuminated 'Welcome' fascia sign.

**Advertisement Type:**

Fascia Sign

**Height:**

1.32 metres

**Width:**

4.207 metres

**Depth:**

0.249 metres

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

4.595 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.249 metres

**What is the maximum height of any of the individual letters and symbols?:**

60 centimetres

**What materials will the advertisement be made of?:**

FASCIA SIGN - ILLUMINATED LETTERS AND LOGO: Sign tray length height as per dimensions on drawings, with 50mm returns, 2.5 mm aluminium, powder coated RAL 9005 Satin Black. 'Merkur' and 'Slots' letters to sizes shown on approved drawings, with 40mm returns. Letter rim and returns in aluminium coated RAL 9005 Satin Black, faces in 5mm Acrylic with foamex PVC. 'Merkur' to be white acrylic opal 069 and 'Slots' to be yellow acrylic 2252. Letters to be illuminated by Optika LEDs (Cool White). Sun Logo 680mm dia with 40mm returns Logo face and recessed returns in 5mm Acrylic, Yellow 2252 and Opal 050 with Translucent printed SAV face. 10mm White Foamex PVC back. Logo to be illuminated by Optika LEDs (Cool White). Red underscore formed in rimless powder colour coated aluminium to match RAL3020 (Satin Red). Face in 5mm acrylic Red 440 on 10mm White Foamex PVC backs. Illumination provided by Optika LED's - Red HL2. Fascia Size Maximum height of letters to be 300mm high. Maximum luminance level to be 250 cdm<sup>2</sup>.

**The colour of text and background:**

Background: Black Text and Logo: White, Yellow, and Red

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**250 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.6 metres

**Width:**

1.5 metres

**Depth:**

0.01 metres

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

3.275 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.01 metres

**What is the maximum height of any of the individual letters and symbols?:**

60 centimetres

**What materials will the advertisement be made of?:**

"Welcome" panel - vinyl on glass: Signage contractor to supply and fit new 'welcome' sign: Reverse digitally printed white text onto opaque blue vinyl and reverse applied to transom glazing above entrance doors.

**The colour of text and background:**

Yellow Text

**Will the advertisement be illuminated?:**

## 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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

- 337 Kentish Town - Site Plan (24-10-22)
- 337 Kentish Town - Existing Signage Elevation (24-10-22)

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes  
☒ No

## Advertisement(s) Period

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

From Date

15/03/2023

To Date

15/03/2028

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes  
☒ No

## 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

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
- ☒ No

## 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

## 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.

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?

- ☐ Yes
- ☒ No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

- ☒ I / We agree to the outlined declaration

Signed

Lloyd Collins

Date

15/03/2023