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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

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

Between Liddell Place and Liddell Road
New postcodes allocated by SNN = NW6 2EF / NW6 2ET

Applicant Details

Name/Company

Title

Ms

First name

Abby

Surname

Rees

Company Name

West Hampstead Ltd

Address

Address line 1

Light Industrial Estate Redevelopment Site Liddell Road

Address line 2

Address line 3

Town/City

London

County

Camden

Country

Postcode

NW6 2DJ

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

A single monolith sign in powder coated aluminium - construction drawing and photo included. Soft halo illumination to logo only (2700k warm white) to be set on a dusk dawn timer.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other type

Height:

1.69 metres

Width:

2.7 metres

Depth:

0.146 metres

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

0 metres

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

0 metres

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

27.5 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium

The colour of text and background:

RAL8012

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

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

One advertisement only - monolith sign

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

If Yes, please provide details

As we prepare to market the apartments at the above site for sale we have recently erected a sign to the site entrance within our boundary to mark the location of the properties (The new addresses have been registered but do not yet appear online) and provide details of the website where more information can be found. The sign has some very soft lighting (to the logo) outside of daylight hours. We also made some temporary aesthetic improvements at its base including gravel/planting. I have included before/after photos below.

It has been brought to our attention that this sign may require consent from Camden. If that is the case this is a genuine oversight for which I must apologise profusely. In the past we have always utilised full hoardings for this purpose arranged through the building contractor. Given the relationship between the site boundary here and the Maygrove bank which is densely planted we decided that a simple sign would be more appropriate here but I do not have prior experience of erecting the same.

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)

This has been included - Site Plan

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

09/03/2023

To Date

28/04/2023

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

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

Abby Rees

Date

24/03/2023