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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="18"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="Vine Hill"/>
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="EC1R 5DZ"/>

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

Easting (x)	<input type="text" value="531153"/>	Northing (y)	<input type="text" value="182121"/>
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)

Illuminated hotel signage at ground floor & one at 3rd floor:

Type 1:

Type 2:

Type 3:

Type 4:

Type 5:

Advertisement Type:

Fascia Sign

Height:

1.2 metres

Width:

1.2 metres

Depth:

0.7 metres

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

3 metres

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

0.7 metres

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

1.2 centimetres

What materials will the advertisement be made of?:

Built up metal letters with 70mm returns. Metal returns powder coated RAL 9004. Faced with opal acrylic - rimless construction. Internally illuminated with bright white LEDs.

The colour of text and background:

Metal returns powder coated RAL 9004. Faced with opal acrylic - rimless construction. Internally illuminated with bright white LEDs.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

770 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

2.53 metres

Width:

0.6 metres

Depth:

0.3 metres

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

8.8 metres

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

1.26 metres

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

0.25 centimetres

What materials will the advertisement be made of?:

Built up metal tray, double sided, with 100mm returns, powder coated RAL 9004. Faced to both sides with channel letters, powder coated white. Inlaid with 10mm glass neon, warm white (3000K). To read "HOTEL".

The colour of text and background:

Built up metal tray, double sided, with 100mm returns, powder coated RAL 9004. Faced to both sides with channel letters, powder coated white. Inlaid with 10mm glass neon, warm white (3000K). To read "HOTEL".

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

647 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.1 metres

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

3.8 metres

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

0.6 metres

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

0.35 centimetres

What materials will the advertisement be made of?:

Built up metal tray, double sided, with 100mm returns. Metal tray powder coated RAL 9004. Fret cut detail to both sides, with 18mm opal acrylic push-through letters. To read "RUBY" as per logo. Metal tray to be fixed flush to building fascia, central to wall area.

The colour of text and background:

Built up metal tray, double sided, with 100mm returns. Metal tray powder coated RAL 9004. Fret cut detail to both sides, with 18mm opal acrylic push-through letters. To read "RUBY" as per logo. Metal tray to be fixed flush to building fascia, central to wall area.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

3.44 metres

Depth:

0.1 metres

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

1.92 metres

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

0.1 metres

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

0.6 centimetres

What materials will the advertisement be made of?:

Built up metal channel letters, with 100mm returns. Powder coated RAL 9006 (metallic silver). Inlaid with warm white E14 LED bulbs. Letters faced with clear acrylic (rimless construction). To read "STELLA" in standard bulb letter font. Letters fitted directly to external wall with

concealed fixings.

The colour of text and background:

Built up metal channel letters, with 100mm returns. Powder coated RAL 9006 (metallic silver). Inlaid with warm white E14 LED bulbs. Letters faced with clear acrylic (rimless construction). To read "STELLA" in standard bulb letter font. Letters fitted directly to external wall with concealed fixings.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

1175 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

1.253 metres

Depth:

0.01 metres

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

1.185 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?:

0.583 centimetres

What materials will the advertisement be made of?:

Flat cut 5mm metal letters. Powder coated RAL 9004. Fitted to wall with rods and adhesive. With 40mm standoff from building. Illuminated with Artemide Obice wall 34° 605lm, 3000K LED,

The colour of text and background:

Flat cut 5mm metal letters. Powder coated RAL 9004. Fitted to wall with rods and adhesive. With 40mm standoff from building. Illuminated with Artemide Obice wall 34° 605lm, 3000K LED,

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

116.5 cd/m²

Will the illumination be static or intermittent?:

Static

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

Advertisement(s) Period

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

From Date

12/09/2023

To Date

12/09/2023

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

- LRW Architects

Date

31/03/2023