

Email: planning@camden.gov.uk

Phone: 020 7974 4444 Fax: 020 7974 1680 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 recommendation	ns based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the No	n of site location must be completed. Please provide the most accurate site description you can, to orth of the Post Office".
Number	
Suffix	
Property Name	
47-49	
Address Line 1	
Belsize Road	
Address Line 2	
Address Line 3	
Camden	
Town/city	
London	
Postcode	
NW6 4RY	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
526387	184144
Description	

Applicant Details
Name/Company
Title
Mr
First name
Andy
Surname
Horwood
Company Name
Tesco
Address
Address line 1
Kestrel Way
Address line 2
Address line 3
Town/City
Welwyn Garden City
County
Country
United Kingdom
Postcode
AL7 1GB
Are you an agent acting on behalf of the applicant?
○ Yes② No
Contact Details
Primary number
***** REDACTED *****

Secondary number	
Fax number	
Email address	
***** REDACTED *****	\neg
REDACTED	
Type of Proposed Advertisement(s)	
Please describe the proposed advertisement(s)	_
Proposal to install 4x fascia signs, 1x projecting sign, 5x vinyl, 3x dibond panel	

Advertisement Type: ascia Sign	
l eight: .5 metres	
Vidth:	
3.18 metres	
Depth:	
0.125 metres	m the ground to the base of the advertisement?:
2.33 metres	in the ground to the base of the advertisement?.
What is the maximum 0.125 metres	projection of the advertisement from the face of the building?:
What is the maximum 23 centimetres	height of any of the individual letters and symbols?:
2mm formed Aluminiur	e advertisement be made of?: n powder coated white RAL 9010. Tesco in Opal 030 Avery 4509 Red 431, And Express & blips in Opal 030- Avery inslucent acrylic letters applied to face.
The colour of text and As shown in "5532_Be	l background: size_ProposedElevations_Adv" Sign 1
Will the advertisemer Yes	t be illuminated?:
Will the advertisemer nternally	t be illuminated internally or externally?:
Iluminance levels: 350 cd/m ²	
Will the illumination b Static	e static or intermittent?:
Advertisement Type:	
Height: 0.5 metres	
Width:	
4.83 metres	
Depth: 0.125 metres	
	m the ground to the base of the advertisement?:
What is the maximum 0.125 metres	projection of the advertisement from the face of the building?:
What is the maximum Contimetres	height of any of the individual letters and symbols?:
	e advertisement be made of?: n, powder coated Blue RAL 5005.
The colour of text and As shown in "5532_Be	background: size_ProposedElevations_Adv" Sign 2
Will the advertisemer	
Advertisement Type:	

0.5 metres	
Width: 3.93 metres	
Depth: 0.125 metres	
What is the height from the ground to the base of the advertisement?: 2.26 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.125 metres	
What is the maximum height of any of the individual letters and symbols?: 23 centimetres	
What materials will the advertisement be made of?: 2mm formed Aluminium powder coated white RAL 9010. Tesco in Opal 030 Avery 4509 Red 431, And Express & blips in Opal 030- Avery 5600 LD/082A blue, translucent acrylic letters applied to face.	
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 3	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 350 cd/m ²	
Will the illumination be static or intermittent?: Static	
Advertisement Type: Fascia Sign	
Height: 0.5 metres	
Width: 3.74 metres	
Depth: 0.125 metres	
What is the height from the ground to the base of the advertisement?: 2.26 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.125 metres	
What is the maximum height of any of the individual letters and symbols?: 10 centimetres	
What materials will the advertisement be made of?: 2mm formed Aluminium, powder coated Blue RAL 5005.Store Address and Est. year vinyl lettering applied to new fascia.	
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 4	
Will the advertisement be illuminated?:	
Advertisement Type: Projecting or Hanging Sign	
Height: 0.65 metres	
Width: 0.8 metres	
Depth:	

Height:

What is the maximum projection of the advertisement from the face of the building?: Os metres What is the maximum height of any of the individual letters and symbols?: 20 certimetres What materials will the advertisement be made of?: 2mm formed Aluminum Provder coated while RAL 0910, Tescoin Opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600 LD/032A blue, translucent acrylic letters applied to face. Sides, top and bottom to be blue as per fascia. The colour of text and background: As shown in '5532_Belsize_Proposed/Evalutions_Adv' Sign 5 Will the advertisement be illuminated?? Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 350 cd/m? Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.2 metres What is the height from the ground to the base of the advertisement?? Online metres What is the maximum projection of the advertisement from the face of the building?: Omeres What is the maximum projection of the advertisement from the face of the building?: Omeres What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes What is the maximum height of any of the individual letters and symbols?: 20 centimetes Undersoner Type: 20 centimetes What is the height from the ground to the base of the advertisement?: 20 centimetes Contractions of the advertisement be illuminated?: 20 centimetes Contractions of the advertisement be illuminated?: 20 centimetes Contractions of the advertisement be illuminated?: 20 centimetes Contract	What is the height from the ground to the base of the advertisement?: 2.1 metres
What materials will the advertisement be made of?: Zimn formed Muminum Powder coated white RAL 5010. Tesco in Opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600 LD/082A blue, translucent acrylic letters applied to face. Sides, top and bottom to be blue as per fascia. The colour of toxt and background: As shown in "5532_Belsize_ProposedElevaltons_Adv" Sign 5 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 350 cd/m? Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.2 metres What is the height from the ground to the base of the advertisement?? 20 certificates What is the maximum projection of the advertisement from the face of the building?: On metres What is the maximum height of any of the individual letters and symbols?: 20 certificates What is the maximum height of any of the individual letters and symbols?: Advertisement Type: Other type What is the devertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres What is the devertisement be illuminated?: Advertisement Type: Other type Height: 1.3 metres What is the height from the ground to the base of the advertisement?: 0. the colour of text and background: As shown in "5532_Belsize_ProposedElevaltons_Adv" Sign 8 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.3 metres What is the height from the ground to the base of the advertisement?:	
2mm formed Aluminum Powder coated white RAL 9010. Tesco in Opal 030 Avery 4509 Red 431, and Express & blips in Opal 030 Avery 5600 LD/082A blue, translucent acrylic letters applied to face. Sides, top and bottom to be blue as per fascia. The colour of text and background: As shown in *5532_Belsize_ProposedElevations_Adv* Sign 5 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 350 cdm² Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.2 metres Width: 1.73 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0.06 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 symbole?: 20 centimetres What is the maximum height of any of the individual letters and symbole? Advertisement Type: Other type Height: 1.2 metres Hight the advertisement be made of?: 3mm viny; The colour of text and background: As shown in *5532_Belsize_ProposedElevations_Adv* Sign 6 Will the advertisement be Illuminated?: Advertisement Type: Other type Height: 1.2 metres Uppet: 0.01 metres What is the height from the ground to the base of the advertisement?: the colour of text and background: As shown in *5532_Belsize_ProposedElevations_Adv* Sign 6 Will the advertisement be Illuminated?:	
As shown in "5532_Belsize_ProposedElevations_Adv" Sign 5 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?! Internally Illuminance levels: 350 cdfm? Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.2 metres What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 certimetres What is the maximum height of any of the individual letters and symbols?: 3 mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?? Other type Height: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement??	2mm formed Aluminum Powder coated white RAL 9010. Tesco in Opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600
Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 350 cd/m² Will the Illumination be static or intermittent?: Static Advertisement Type: Other type Wilder: 1.2 metres What is the new internal to the base of the advertisement?: 0.06 metres What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres What is the development in 1952_Belsize_ProposedElevations_Adv* Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Width: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0 metres What is the maximum height of any of the individual letters and symbols? 2 metres with the advertisement be made of? 3 mm vinyl The colour of text and background:	
Illuminance levels: 350 cd/m² Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.73 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Uppth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
350 cd/m² Will the illumination be static or intermittent?: Static Advertisement Type: Other type Height: 1.2 metres Width: 1.73 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0.05 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?: 20 centimetres What is the maximum height of any of the individual letters and symbols?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Wett is the height from the ground to the base of the advertisement?: What is the height from the ground to the base of the advertisement?:	
Advertisement Type: Other type Height: 1.2 metres Width: 1.73 metres Depth: One metres What is the height from the ground to the base of the advertisement?: One metres What is the maximum projection of the advertisement from the face of the building?: O metres What is the maximum height of any of the individual letters and symbols?: O centimetres What is the maximum height of any of the individual letters and symbols?: O metres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5332_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: Out metres What is the height from the ground to the base of the advertisement?:	
Other type Height: 1.2 metres Width: 1.73 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
### Note	
1.73 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
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?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
O metres What is the maximum height of any of the individual letters and symbols?: 20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
20 centimetres What materials will the advertisement be made of?: 3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
3mm vinyl The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
As shown in "5532_Belsize_ProposedElevations_Adv" Sign 6 Will the advertisement be illuminated?: Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
Advertisement Type: Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
Other type Height: 1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	Will the advertisement be illuminated?:
1.2 metres Width: 1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
1.5 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?:	
0.01 metres What is the height from the ground to the base of the advertisement?:	
0.00 metes	What is the height from the ground to the base of the advertisement?: 0.06 metres
What is the maximum projection of the advertisement from the face of the building?: 0 metres	

0.125 metres

What is the maximum height of any of the individual letters and symbols?: 20 centimetres
What materials will the advertisement be made of?: 3mm vinyl
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 7
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 1.5 metres
Width: 0.7 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 0.46 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?: 20 centimetres
What materials will the advertisement be made of?: 5mm dibond panel
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 8
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 1.7 metres
Width: 1.53 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 0.06 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?: 20 centimetres
What materials will the advertisement be made of?: 3mm vinyl
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 9
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 1.7 metres

2.8 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 0.06 metres
What is the maximum projection of the advertisement from the face of the building?: O metres
What is the maximum height of any of the individual letters and symbols?: 20 centimetres
What materials will the advertisement be made of?: 3mm vinyl
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 10
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 2.14 metres
Width: 1.34 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 0.06 metres
What is the maximum projection of the advertisement from the face of the building?: O metres
What is the maximum height of any of the individual letters and symbols?: 20 centimetres
What materials will the advertisement be made of?: 3mm vinyl
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 11
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 0.48 metres
Width: 1.38 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 2.27 metres
What is the maximum projection of the advertisement from the face of the building?: O metres
What is the maximum height of any of the individual letters and symbols?: 20 centimetres
What materials will the advertisement be made of?: 5mm dibond panel

Width:

The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 12	
Will the advertisement be illuminated?:	
Advantion was Times	-
Advertisement Type: Other type	
Height:	
1.53 metres	
Width: 1.8 metres	
Depth: 0.01 metres	
What is the height from the ground to the base of the advertisement?: 0.96 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?: 20 centimetres	
What materials will the advertisement be made of?: 5mm dibond panel	
The colour of text and background: As shown in "5532_Belsize_ProposedElevations_Adv" Sign 13	
Will the advertisement be illuminated?:	
Please describe each of the 'Other type(s)' of advertising proposed	
5x vinyl, 3x dibond panel	
	_
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?	
○ No ○ Not Applicable	
O 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) of photograph(s)	or
5532_Belsize_ExistingElevations_Adv	
5532_Belsize_ProposedElevations_Adv	
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
10/04/2023
To Date
10/04/2028
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? Or 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

	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.
١	☑ I / We agree to the outlined declaration
	Signed
	Andy Horwood
	Date
	11/04/2023

Authority Employee/Member