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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

Applicant Details

Name/Company

Title

Mr

First name

Mark

Surname

Hollington

Company Name

Newman Displays Ltd

Address

Address line 1

23 Pakenham Street

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

WC1X 0LB

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mrs

First name

Gillian

Surname

Thompson

Company Name

MJ Consulting Ltd

Address

Address line 1

204 Bolton Road

Address line 2

Walkden

Address line 3

Town/City

Worsley

County

Country

United Kingdom

Postcode

M28 3BN

Contact Details

Primary number

**** REDACTED ****

Secondary number

**** REDACTED ****

Fax number

Email address

**** REDACTED ****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The purpose of the work is to utilise the existing poster boxes/framing, fascia to canopies plus the existing column straps and horizontal bars to the main entrance, and insert new show related signage.

Advertisement Type:

Projecting or Hanging Sign

Height:

4.55 metres

Width:

5 metres

Depth:

0.108 metres

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

4.114 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?:

81.3 centimetres

What materials will the advertisement be made of?:

New black 3mm thick curved diabond aluminium sheeting (4.55(H) x 5(W)m) with new 100mm thick curved 3D built aluminium light box lettering supported on existing horizontal flat rails fixed to existing column steel straps.

The colour of text and background:

New background sheeting - black Stranger Things lettering - red acrylic faced light box with LED illumination The First Shadow lettering - white acrylic faced light box with LED illumination

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

40 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

5.3 metres

Width:

1.5 metres

Depth:

0.05 metres

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

4.5 metres

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

0.15 metres

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

2.6 centimetres

What materials will the advertisement be made of?:

New show signage within existing poster boxes with new aluminium 3d figures coming away from the diabond with halo light behind

The colour of text and background:

text - white figures - black with halo light behind background - white and beige

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:40 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Other type

Height:

0.8 metres

Width:

2.3 metres

Depth:

0.1 metres

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

3.72 metres

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

1.2 metres

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

0.2 centimetres

What materials will the advertisement be made of?:

Existing canopy sign with new 3D aluminium lightbox lettering, (below the Phoenix Theatre neon sign on Phoenix Street entrance).

The colour of text and background:

Stranger Things text - red The First Shadow - white Background - black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:40 cd/m²**Will the illumination be static or intermittent?:**

Static

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

Existing projection sign with new 'Welcome to Hawkins' neon lettering.

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)

- 3622-001 Existing location plan
- 3622-002 Existing Front elevation
- 3622-003 Existing Charing Cross elevation
- 3622-004 Existing Phoenix Street elevation
- 3622-005 Proposed Front elevation
- 3622-006 Proposed Charing Cross elevation
- 3622-007 Proposed Phoenix Street elevation
- 3622-008 Proposed Rotunda elevation and fixing details
- 3622-009 Proposed Front visualisations
- 3622-010 Proposed Side visualisations

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

29/10/2023

To Date

01/07/2024

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

Gillian Thompson

Date

23/05/2023