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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

40 Rosslyn Hill, London, NW3 1NH

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

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

First name

Molly

Surname

Purcell

Company Name

Iceni Projects

Address

Address line 1

Da Vinci House

Address line 2

44 Saffron Hill

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

EC1N 8FH

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The application relates to three items of signage, all identifying the name of the building's occupant 'Vakrat', detailed as follows:

- A wall-mounted projecting sign of dimensions 300mm x 1000mm, which has already received Listed Building Consent (LBC) (LPA ref. 2022/3002/L);
- One branded 'Vakrat' flag which is proposed to hang from the existing flagpole which projects from the building above the main entrance; and.
- Three signs that are affixed to the railings of the external windows and have already been installed. Therefore, this application seeks retrospective consent for these signs. A listed building consent application has also been submitted for consideration under separate cover. The two installed railing signs have dimensions of 3000mm x 250mm, and are fixed to the metal window railings on the front elevation, in the same arrangement as historic 'Lloyds Bank' signs which are known to have existed here until relatively recently. The signs are specifically mounted onto a pre-existing sign backing which is present on each railing

Advertisement Type:

Projecting or Hanging Sign

Height:

300 metres

Width:

1000 metres

Depth:

100 metres

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

3910 metres

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

1080 metres

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

250 centimetres

What materials will the advertisement be made of?:

Please refer to submitted shopfront elevation.

The colour of text and background:

White text on black background.

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1800 metres

Width:

1000 metres

Depth:

0.01 metres

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

3250 metres

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

1800 metres

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

200 centimetres

What materials will the advertisement be made of?:

Please refer to submitted shopfront elevation.

The colour of text and background:

White text on black background.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

250 metres

Width:

3000 metres

Depth:

65 metres

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

1520 metres

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

230 metres

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

190 centimetres

What materials will the advertisement be made of?:

Please refer to submitted shopfront elevation.

The colour of text and background:

White text on black background.

Will the advertisement be illuminated?:

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

Sign affixed to the window railings.

Location of Advertisement(s)

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

Yes

No

If Yes, please provide details

Two signs affixed to the railings of the external windows and have already been installed.

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)

please refer to supporting drawings

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

16/06/2023

To Date

16/06/2028

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

Molly Purcell

Date

20/06/2023