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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

Units 5 & 6 form part of 1 New Oxford Street, London, WC1A 1LW, however access is off Bloomsbury Way

Applicant Details

Name/Company

Title

Ms.

First name

Grace

Surname

Xin

Company Name

East Shack Ltd

Address

Address line 1

1 Units 5 & 6

Address line 2

New Oxford Street

Address line 3

Town/City

London

County

Country

Postcode

WC1A 1LW

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

TW7 7JL

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 x external internally illuminated projecting sign on existing projection sign box, 2 x internally illuminated internal hanging sign boxes

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?:

3.379 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?:

28 centimetres

What materials will the advertisement be made of?:

Acrylic

The colour of text and background:

Logo - Red Name - Black Background - White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

50 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.69 metres

Width:

2.87 metres

Depth:

0.1 metres

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

2.1 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?:

48 centimetres

What materials will the advertisement be made of?:

Acrylic Box

The colour of text and background:

Logo - Red Name - Black Background - White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:55 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Other type

Height:

0.69 metres

Width:

0.69 metres

Depth:

0.1 metres

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

2.1 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?:

42 centimetres

What materials will the advertisement be made of?:

Acrylic box

The colour of text and background:

Logo - White, Cyan & Red Name - White Background - Black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:50 cd/m²**Will the illumination be static or intermittent?:**

Static

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

Other1 - Internally hanging sign box

Other2 - Internally hanging sign box

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

02/10/2023

To Date

02/10/2028

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 opinions 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

Mariano Proietti

Date

27/06/2023