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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

Ms

First name

Diana

Surname

Khromova

Company Name

MID Hospitality Ltd

Address

Address line 1

205 Lavender Hill

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

SW11 5TB

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The signage, canopy and awning are incorporated in a concrete extruded box at high level of a new restaurant shopfront previously approved by the Camden Council Planning team. Only information on the signage is the name of the restaurant, incorporated with recessed letters forming KINKALLY. No other advertisement. No external lighting is proposed apart from the internal lighting in the signage for the name. The proposed signage looks to incorporate a modern, subtle and sympathetic design within the context of Charlotte Street and especially within the context of 43-45 Charlotte Street. The tones and materials proposed are already in use in various parts of the streetscape and will provide a refreshed image to the adjacent shopfronts.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Fascia Sign

Height:

0.12 metres

Width:

0.515 metres

Depth:

0.03 metres

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

3.3 metres

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

0.2 metres

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

12 centimetres

What materials will the advertisement be made of?:

The letters are 3D printed and made of plastic.

The colour of text and background:

Letters are black, there is no background as the letters are recessed into the shopfront fascia.

Will the advertisement be illuminated?:

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

16/11/2023

To Date

25/03/2027

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- Yes
- No

If Yes, please provide details

We have discussed the proposed shopfront and fascia with the landlord, the office residents of the building and consulted the neighbouring restaurant businesses.

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the 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 person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Diana Khromova

Date

02/11/2023