

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 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

Muhammad Arif

Surname

Chaudhary

Company Name

Address

Address line 1

102 HIGH ROAD

Address line 2

Address line 3

Willesden

Town/City

Greater London

County

Country

United Kingdom

Postcode

NW10 2PP

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

We bought a lease for this property in June 2023. We did some refurbishment and have changed the existing signboard and replaced it with a new advertisement sign board (Business name on the top of shop front). The dimensions are 141.5 inches in length, 45 inches in width, and 4 inches in depth. We have tried to match this sign board with shops around our business. We need planning permission for this sign board.

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

Advertisement Type:

Fascia Sign

Height:

1.143 metres

Width:

3.594 metres

Depth:

0.102 metres

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

2.78 metres

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

0.25 metres

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

0.4 centimetres

What materials will the advertisement be made of?:

Perspex sign

The colour of text and background:

White letters with a background of gold color.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

50 cd/m²

Will the illumination be static or intermittent?:

Static

Location of Advertisement(s)

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

Yes

No

If Yes, please provide details

We previously submitted a planning application through an agent for changing shop front. They initially put in an application for a signboard but later withdrew it without our knowledge. We have already placed a sign as it was necessary for a new business.

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)

We will provide pictures.

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

10/01/2024

To Date

10/01/2039

Neighbour and Community Consultation

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

Yes

No

If Yes, please provide details

We did speak to our local customers and we also spoke with our neighboring shops. They had no objection to our advertisement.

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 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

Muhammad Arif Chaudhary

Date

10/01/2024