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## 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 recommendation	ns based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the No	n of site location must be completed. Please provide the most accurate site description you can, to orth of the Post Office".
Number	
Suffix	
Property Name	
127-128	
Address Line 1	
High Holborn	
Address Line 2	
Address Line 3	
Camden	
Town/city	
London	
Postcode	
WC1V 6PQ	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
530421	181521
Description	

Applicant Details
Name/Company
Title
First name
N/A
Surname
N/A
Company Name
FARMER J LIMITED
Address
Address line 1
C/O Firstplan (Agent)
Address line 2
Broadwall House
Address line 3
21 Broadwall
Town/City
London
County
Country
United Kingdom
Postcode
SE1 9PL
Are you an agent acting on behalf of the applicant?
<ul><li>✓ Yes</li><li>◯ No</li></ul>
Contact Details
Primary number
***** REDACTED *****

Secondary number	
Fax number	
Email address	
***** REDACTED ******	
Agent Details	
Name/Company	
Title	
First name	
Mark	
Surname	
Shearman	
Company Name	1
Firstplan	I
Address	
Address line 1	
Firstplan	
Address line 2	
Broadwall House	
Address line 3	
21 Broadwall	
Town/City	
London	
County	
Country	
Country  United Kingdom	
Postcode	
SE1 9PL	ı

Contact Details
Primary number
***** REDACTED *****
Secondary number
Fax number
Email address
***** REDACTED ******
T (D 141 (1 (1)
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
Please refer to enclosed covering letter.

Projecting or Hanging Sign Height: 1.6 metres Width: 1.6 metres Depth: 1.0 metres What is the height from the ground to the base of the advertisement? 1.0 metres What is the maximum projection of the advertisement from the face of the building? 1.0 metres What is the maximum height of any of the Individual letters and symbols? 1.0 metres What is the maximum height of any of the Individual letters and symbols? 1.0 metres What is the maximum height of any of the Individual letters and symbols? 1.0 metres Will the advertisement be illuminated? 1.0 metres Will the advertisement be illuminated internally or externally? 1.0 metres What is the maximum height of any of the individual letters and symbols? 1.0 metres What is the height from the ground to the base of the advertisement? 1.0 metres What is the maximum projection of the advertisement from the face of the building? 1.0 metres What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the maximum height of any of the individual letters and symbols? 1.0 certimentes What is the devertisement be illuminated? 1.0 certimentes What is the devertisement be illuminated? 1.0 certimentes 1.0 cer	lease specify the type(s) and details of each proposed advertisement
Width:  10 fineries Depth: 10.06 metres Depth: 10.06 metres What is the helight from the ground to the base of the advertisement?: 3.32 metres What is the maximum projection of the advertisement from the face of the building?: 10.175 metres What is the maximum projection of the advertisement from the face of the building?: 10.175 metres What is the maximum helight of any of the individual letters and symbols?: 10.1 centimetres What materials will the advertisement be made of?: Wetal What is the maximum helight of any of the individual letters and symbols?: 10.1 centimetres What is the devertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Externally Illuminance levels: 1000 colon? Will the illumination be static or intermittent?: Static  Advertisement Type: Projecting or Hangin Sign Helight: 1.5 metres What is the helight from the ground to the base of the advertisement?: 1.5 metres What is the maximum projection of the advertisement from the face of the building?: 10.1 metres What is the maximum helight of any of the individual letters and symbols?: 10.1 centimetres What is the maximum helight of any of the individual letters and symbols?: 10.1 centimetres What is the maximum helight of any of the individual letters and symbols?: 10.1 centimetres What is the maximum helight of Belle Dill WiTH ACRYLIG FRONT. BACK PANEL, TO BE GREEN Will the advertisement be illuminated?: Yes Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally	Advertisement Type: Projecting or Hanging Sign
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Internally	Will the advertisement be illuminated?: Yes
	Will the advertisement be illuminated internally or externally?: Internally
	Illuminance levels:

600 ca/m-
Will the illumination be static or intermittent?: Static
Advertisement Type: Projecting or Hanging Sign
Height: 0.56 metres
Width: 1.125 metres
Depth: 0.1 metres
What is the height from the ground to the base of the advertisement?: 2.735 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 0.1 centimetres
What materials will the advertisement be made of?:  Metal
The colour of text and background: 'FARMER J' LOGO AND FRAME TO BE LED LIT WITH ACRYLIC FRONT. BACK PANEL, TO BE GREEN
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 600 cd/m <sup>2</sup>
Will the illumination be static or intermittent?: Static
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?:  1.81 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 0.1 centimetres
What materials will the advertisement be made of?:  Metal
The colour of text and background: 'FARMER J' LOGO AND FRAME TO BE LED LIT WITH ACRYLIC FRONT. BACK PANEL, TO BE GREEN
Will the advertisement be illuminated?:
Yes  Will the advertisement be illuminated internally or externally?:  Internally

Advertisement Type: Cheer type Height: 0.13 merres Width: 2.38 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement? 0.77 metres What is the maximum projection of the advertisement from the face of the building? 0.01 metres What is the maximum projection of the advertisement from the face of the building? 0.01 metres What is the maximum height of any of the individual letters and symbols? 0.13 centimetres What is the maximum height of any of the individual letters and symbols? Viny What is the maximum height of any of the individual letters and symbols? Viny What is the maximum height of any of the individual letters and symbols? Viny What is the maximum height of any of the individual letters and symbols? Viny What is the devertisement be illuminated?:  Advertisement Type: Other type What is the height from the ground to the base of the advertisement?: 3.025 metres What is the maximum height of any of the individual letters and symbols?: 0.13 centimetres What is the maximum height of any of the individual letters and symbols?: 0.14 centimetres What is the maximum height of any of the individual letters and symbols?: 0.15 centimetres What is the maximum height of any of the individual letters and symbols?: 0.16 metres What is the maximum height of any of the individual letters and symbols?: 0.17 centimetres What is the maximum height of any of the individual letters and symbols?: 0.18 centimetres What is the maximum height of any of the individual letters and symbols?: 0.19 centimetres What is the maximum height of any of the individual letters and symbols?: 0.19 centimetres What is the maximum height of any of the individual letters and symbols?: 0.10 centimetres What is the maximum height of any of the individual letters and symbols?: 0.10 centimetres What is the maximum height of any of the individual letters and symbols?: 0.10 centimetres What is the maximum height of any of the individual letters and symbols?: 0.10 centimetres What is the maximum height of any of th	600 cd/m <sup>2</sup>
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O.01 metres  What is the maximum height of any of the individual letters and symbols?: 0.13 centimetres  What materials will the advertisement be made of?: Virnyl  The colour of text and background: FONT: NEWCASTLE BASIC CLEAN COLOUR: WHITE  Will the advertisement be lilluminated?:  Advertisement Type: Other type  Height: 0.6 metres  Width: 1.22 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.025 metres  What is the maximum projection of the advertisement from the face of the building?: 0.01 metres  What is the maximum height of any of the individual letters and symbols?: 0.13 centimetres  What is the maximum height of any of the individual letters and symbols?: 0.13 centimetres  What is the maximum height of any of the individual letters and symbols?: 0.15 metres  What is the devertisement be made of?: Virnyl  The colour of text and background: FONT: NEWCASTLE BASIC CLEAN COLOUR: WHITE  Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.56 metres  Width: 0.65 metres	
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Unit materials will the advertisement be made of?:  Vinyl  The colour of text and background: FONT: NEWCASTLE BASIC CLEAN COLOUR: WHITE  Will the advertisement be illuminated?:  Advertisement Type: Other type  Height: 0.56 metres  Width: 0.65 metres	
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Advertisement Type: Other type Height: 0.56 metres Width: 0.65 metres	
Other type  Height: 0.56 metres  Width: 0.65 metres	Will the advertisement be illuminated?:
0.56 metres  Width: 0.65 metres	
0.65 metres	
Depth:	
	Depth:

Illuminance levels:

0.01 metres
What is the height from the ground to the base of the advertisement?: 2.2 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 56 centimetres
What materials will the advertisement be made of?:  Brass
The colour of text and background: Brass
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 0.09 metres
Width: 0.875 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 3 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 9 centimetres
What materials will the advertisement be made of?:  Brass
The colour of text and background: Brass
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 1.695 metres
Width: 4.28 metres
Depth: 1.195 metres
What is the height from the ground to the base of the advertisement?: 3.025 metres
What is the maximum projection of the advertisement from the face of the building?:  1.195 metres
What is the maximum height of any of the individual letters and symbols?: 26 centimetres
What materials will the advertisement be made of?: Fabric
The colour of text and background: PANTONE 626 C FOREST GREEN
Will the advertisement be illuminated?:

Advertisement Type:	
Other type  Height:	
1.695 metres	
Width: 2.965 metres	
Depth: 1.195 metres	
What is the height from the ground to the base of the advertisement?: 3.025 metres	
What is the maximum projection of the advertisement from the face of the building?:  1.195 metres	
What is the maximum height of any of the individual letters and symbols?: 26 centimetres	
What materials will the advertisement be made of?: Fabric	
The colour of text and background: PANTONE 626 C FOREST GREEN	
Will the advertisement be illuminated?:	
Please describe each of the 'Other type(s)' of advertising proposed	_
Vinyl Slogans, Brass Plaque, Brass Lettering, Traditional Victorian Awnings.	
	_
Location of Advertisement(s)	
ls 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?	
	_
Advertisement(s) Period	
Please state the period of time for which consent is sought for the advertisement	
From Date	
02/02/2024	
To Date	
02/02/2027	
	_

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 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:

<ul> <li>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;</li> <li>Our system will automatically generate and send you emails in regard to the submission of this application.</li> </ul>
☑I / We agree to the outlined declaration
Signed
Sam Harper
Date
05/02/2024