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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

5-7 Quality Hotel Hampstead

Address Line 1

Frogna

Address Line 2

Address Line 3

Camden

Town/city

London

Postcode

NW3 6AL

Description of site location must be completed if postcode is not known:

Easting (x)

526222

Northing (y)

185026

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Shafin

Surname

Jivraj

Company Name

Quality Hotel Hampstead

### Address

Address line 1

5-7 Quality Hotel Hampstead Frognal

Address line 2

Address line 3

London

Town/City

London

County

Camden

Country

United Kingdom

Postcode

NW3 6AL

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

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

## Contact Details

Primary number

\*\*\*\* REDACTED \*\*\*\*

Secondary number

\*\*\*\* REDACTED \*\*\*\*

Fax number

Email address

\*\*\*\* REDACTED \*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of 3 existing signs to suit new branding.

**Advertisement Type:**

Fascia Sign

**Height:**

0.5 metres

**Width:**

9.2 metres

**Depth:**

0.3 metres

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

2.75 metres

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

0.3 metres

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

31.4 centimetres

**What materials will the advertisement be made of?:**

Panel: 2mm aluminium panel coated in one standard colour with stencil cut detail backed in 3mm opal acrylic with digitally printed vinyl with satin laminate applied where required. Logo and text only illuminated by 12v LED

**The colour of text and background:**

Background Green - PMS 3298 Logo Yellow - PMS 1205 & PMS 131 Text - Matte White

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

452 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.895 metres

**Width:**

1.1 metres

**Depth:**

0.06 metres

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

1 metres

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

0.07 metres

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

25.9 centimetres

**What materials will the advertisement be made of?:**

Panel: 2mm aluminium panel coated in one standard colour with stencil cut detail backed in 3mm opal acrylic with digitally printed vinyl with satin laminate applied where required. Logo and text only illuminated by 12v LED Mounted onto a black foamex undersized spacer panel

**The colour of text and background:**

Background Green - PMS 3298 Logo Yellow - PMS 1205 & PMS 131 Text - Matte White

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**452 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.45 metres

**Width:**

0.3 metres

**Depth:**

0.01 metres

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

1 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?:**

11.3 centimetres

**What materials will the advertisement be made of?:**

Panel: Etronit with digital print to match brand colours Text: Opaque vinyl applied to first surface

**The colour of text and background:**

Background Green - PMS 3298 Logo Yellow - PMS 1205 &amp; PMS 131 Text - Matte White

**Will the advertisement be illuminated?:**

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

Fascia Sign reference EX03 - Only the logo and text will be illuminated

2nd listed is an Illuminated Directional Reception Sign pointing towards the door for reception reference EX02

3rd listed is a informative wall panel sign identifying the car parking area reference EX04

**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

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)

EX02 - Illuminated Directional Wall Sign

EX03 - Illuminated Fascia Sign

EX04 - Non-illuminated Wall Panel

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

01/05/2024

To Date

01/05/2029

## 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

## 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

Toni Wilbourne

Date

27/03/2024