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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

Mr

First name

Ian

Surname

Brown

Company Name

Marie Curie

### Address

Address line 1

One Embassy Gardens

Address line 2

8 Viaduct Gardens

Address line 3

Town/City

London

County

Greater London

Country

England

Postcode

SW11 7BW

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)

Face illuminated stainless steel letters with rims/returns painted yellow to RAL 1003 and roundel rims/returns painted RAL blue 5005. All to have 70mm returns. Lettering and roundel to have opal acrylic lenses with translucent vinyl applied to face to match RAL colours above. Internal illumination via white LEDs housed inside the letters/roundel. Illuminance levels to be 400cd/sqm. Dark blue ACM pan/tray sign with 50mm returns, flooded with dark blue vinyl ref: Hexis S5303B onyx blue, to face. Panel fixed back to fascia.

**Advertisement Type:**

Fascia Sign

**Height:**

0.705 metres

**Width:**

4.055 metres

**Depth:**

0.12 metres

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

3.5 metres

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

0.12 metres

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

0.336 centimetres

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

Face illuminated stainless steel letters with rims/returns painted yellow to RAL 1003 and roundel rims/returns painted RAL blue 5005. All to have 70mm returns. Lettering and roundel to have opal acrylic lenses with translucent vinyl applied to face to match RAL colours above. Internal illumination via white LEDs housed inside the letters/roundel. Illuminance levels to be 400cd/sqm. Dark blue ACM pan/tray sign with 50mm returns, flooded with dark blue vinyl ref: Hexis S5303B onyx blue, to face. Panel fixed back to fascia.

**The colour of text and background:**

Yellow RAL 1003 Text Hexis S5303B onyx Blue background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

400 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.705 metres

**Width:**

1.32 metres

**Depth:**

0.12 metres

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

3.5 metres

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

0.12 metres

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

0.336 centimetres

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

Face illuminated stainless steel roundel rims/returns painted RAL blue 5005. All to have 70mm returns. Roundel to have opal acrylic lenses with translucent vinyl applied to face to match RAL colours above. Internal illumination via white LEDs housed inside the letters/roundel. Illuminance levels to be 400cd/sqm. Dark blue ACM pan/tray sign with 50mm returns, flooded with dark blue vinyl ref: Hexis S5303B onyx blue, to face. Panel fixed back to fascia.

**The colour of text and background:**

Yellow RAL 1003 Text Hexis S5303B onyx Blue background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

400 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.705 metres

**Width:**

3.28 metres

**Depth:**

0.12 metres

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

3.5 metres

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

0.12 metres

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

0.336 centimetres

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

Face illuminated stainless steel letters with rims/returns painted yellow to RAL 1003 an roundel rims/returns painted RAL blue 5005. All to have 70mm returns. Lettering and roundel to have opal acrylic lenses with translucent vinyl applied to face to match RAL colours above. Internal illumination via white LEDs houses inside the letters/roundel. Illuminance levels to be 400cd/sqm. Dark blue ACM pan/tray sign with 50mm returns, flooded with dark blue vinyl ref: Hexis S5303B onyx blue, to face. Panel fixed back to fascia.

**The colour of text and background:**

Yellow RAL 1003 Text Hexis S5303B onyx Blue background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

400 cd/m<sup>2</sup>

**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

Signage has been installed on 25th April 2024 as part of a national roll out of rebranded signage. We have directly informed the signage company that has manufactured and installed the signage to test the illumination but to leave the internal isolation switch turned off until such time as consent is received from the LA. Should consent be granted for this signage we will subsequently contact the shop and advise them to turn on the isolator switch to operate the illuminated parts of the sign which are operated by a dawn till dusk sensor.

As the sign is currently not "illuminated" our interpretation is that this signage would have deemed consent, consent to display and advertisement is only being applied for in relation to the illuminated nature of this sign. should consent not be granted for the illumination this will remain switched off.

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)

Belsize Park Shop Front - Existing Photo

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

25/04/2024

To Date

24/04/2034

## 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:

- 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

Ian Brown

Date

02/05/2024