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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	<input type="text" value="65"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="South End Road"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW3 2QB"/>

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

Easting (x)	Northing (y)
<input type="text" value="527184"/>	<input type="text" value="185698"/>

Description

Business premises at 65 South End Road. Currently operating as WatchHouse Coffee.

## Applicant Details

### Name/Company

Title

Mr

First name

Roland

Surname

Horne

Company Name

### Address

Address line 1

WatchHouse

Address line 2

36 Maltby Street

Address line 3

Town/City

London

County

Country

Postcode

SE1 3PA

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Agent Details

Name/Company

Title

Mr

First name

Tim

Surname

Greatrex

Company Name

Tim Greatrex Architect Ltd

Address

Address line 1

Hackney City Farm

Address line 2

1a Goldsmiths Row

Address line 3

Town/City

London

County

Country

Postcode

E5 0NF

## Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposals consist of the following -

1 x fascia sign

1 x projecting blade sign

1 x menu case

5 x vinyl stickers to entrance door and windows

Please refer to attached drawings and specification.

**Advertisement Type:**

Fascia Sign

**Height:**

0.238 metres

**Width:**

1.675 metres

**Depth:**

0.01 metres

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

3.9 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?:**

0.238 centimetres

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

Refer to attached specification.

**The colour of text and background:**

Refer to attached specification.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.16 metres

**Width:**

0.7 metres

**Depth:**

0.1 metres

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

2.7 metres

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

0.7 metres

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

0.075 centimetres

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

Refer to attached specification.

**The colour of text and background:**

Refer to attached specification.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.413 metres

**Width:**

0.31 metres

**Depth:**

0.025 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?:**

0.025 metres

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

0 centimetres

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

Refer to attached specification.

**The colour of text and background:**

Refer to attached specification.

**Will the advertisement be illuminated?:**

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

Menu case to be fitted to glass externally.

## Location of Advertisement(s)

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

☒ Yes

☐ No

If Yes, please provide details

Constructed as proposed.

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)

0123 - NEW 00 PLAN SIGNAGE  
0232 - NEW XX EXTERIOR ELEVATIONS SIGNAGE  
Design and Access Statement  
Signage Specifications

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

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

Tim Greatrex

Date

07/05/2024