

Email: [planning@camden.gov.uk](mailto: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	<input type="text"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
County Hotel	<input type="text"/>
Address Line 1	<input type="text"/>
Upper Woburn Place	<input type="text"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text"/>
Camden	<input type="text"/>
Town/city	<input type="text"/>
London	<input type="text"/>
Postcode	<input type="text"/>
WC1H 0JW	<input type="text"/>

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

Easting (x)	529859	Northing (y)	182492
Description	<input type="text"/>		

## Applicant Details

### Name/Company

Title

Mr

First name

Seamus

Surname

O'Connell

Company Name

Caffe Nero

### Address

Address line 1

9-15 Neal St,

Address line 2

Address line 3

Town/City

London

County

Country

Postcode

WC2H 9PW

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

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

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 x fascia sign with individual internally illuminated lettering

1 x wall sign, internally illuminated and fixed perpendicular to the existing dwarf wall

1 x awning fitted above existing doorway to seating area

**Advertisement Type:**

Fascia Sign

**Height:**

0.264 metres

**Width:**

2.456 metres

**Depth:**

0.115 metres

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

3.322 metres

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

0.115 metres

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

22.6 centimetres

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

Folded and welded 2.5mm aluminium fascia panel is fitted with a plastic moulding architrave border. Built-up 'CAFFE NERO' letters have 1.2mm descaled stainless steel face rims and soldered returns Push through 5mm opal 050 acrylic faces fitted with low energy cool white LEDs for face illumination.

**The colour of text and background:**

Fascia - light blue PMS 659c with a black lower band. Letters - finished with a black lacquer with opal 050 acrylic faces. The subtext on the black lower band is fret-cut into the panel face and fitted with push-through 050 acrylic.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

250 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

0.9 metres

**Width:**

1.65 metres

**Depth:**

0.084 metres

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

1.192 metres

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

2.345 metres

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

28 centimetres

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

Folded and welded 2.5mm aluminium panels fixed with plastic moulding. 'CAFFE NERO' letters are push through 5mm 050 opal acrylic. Black vinyl border around the letters is applied to the panel face. 'THE ITALIAN COFFEE C°' letters are push through 5mm 050 opal acrylic. Tray panels fitted around a steel inner frame which is fixed between two black steel posts fixing into the topside of the dwarf wall.

**The colour of text and background:**

Aluminium panels finished light blue PMS 659 with black satin lower band. 'CAFFE NERO' letters are 050 opal acrylic with a black vinyl border around the letters 'THE ITALIAN COFFEE C°' letters are 050 opal acrylic.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

250 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

2.65 metres

**Width:**

3.744 metres

**Depth:**

0.2 metres

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

3.2 metres

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

2.65 metres

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

110 centimetres

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

Metal framed and fabric fixed awning; Box is etched, primed and finished black. End checks to be hardwood and front lath is from best quality selected softwood. Cover is securely handsewn to a galvanised steel rod. Complete with mild steel arms and slide bars with an electro-mechanical operating system.

**The colour of text and background:**

Light blue canvas with black and white coloured text; front valance to be black with white text.

**Will the advertisement be illuminated?:**

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

1. Signage panels fitted around a steel inner frame which is fixed between two steel posts which are fixed into the topside of an existing dwarf wall.

2. Metal framed and fabric fixed awning fitted above the window and door within the Courtyard - Northeast Elevation

## 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

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

25/06/2024

To Date

24/06/2029

## 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

If Other has been selected, please provide contact details:

Title

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

First name

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

Surname

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

Phone Number

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

Email

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

## 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

Iain Hope

Date

07/06/2024