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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="156"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="Retail Unit 3"/>
Address Line 2	<input type="text" value="West end lane"/>
Address Line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW6 1SD"/>

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

Easting (x)	Northing (y)
<input type="text" value="525536"/>	<input type="text" value="184882"/>

Description

New development at 156 West End lane. Mix of residential, commercial, retail and leisure units.

Retail unit 03 is the Host property in this application.

## Applicant Details

### Name/Company

Title

Mr

First name

Hubert

Surname

Attali

Company Name

HCP Gelati LTD

### Address

Address line 1

156 West end lane,

Address line 2

Retail Operator 3

Address line 3

Town/City

London

County

Country

Postcode

NW6 1SD

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

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

Agent Details

Name/Company

Title

Mr

First name

Mark

Surname

Barratt

Company Name

CATO creative

Address

Address line 1

40 Deodar Road

Address line 2

Address line 3

Town/City

London

County

Country

Postcode

SW15 2NN

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The application seeks approval for the alterations to the exterior of the unit, via advertisement consent. The alterations to the existing façade are minimal, and non-detrimental to the existing character of the subject property or local context of the commercial unit. The alterations and inclusion of a timber fascia, fascia signage, Illuminated Logo and blade sign.

**Advertisement Type:**

Fascia Sign

**Height:**

0.735 metres

**Width:**

5.356 metres

**Depth:**

0.05 metres

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

2.25 metres

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

0.05 metres

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

5 centimetres

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

Timber fascia board, fixed to the existing mullions; 'Amorino' lettering is moulded in Resin; 'Gelato Al Naturale' Lettering is Acrylic.

**The colour of text and background:**

Timber fascia in High black gloss; Amorino Lettering, Text block LED lighting moulded in resin, Illuminated Opal 030 Acrylic faces, 4500° K temperature lighting; All Black signage to be painted / pre-finished elements to be black RAL 9005 in a satin finish.

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

2000 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.54 metres

**Width:**

0.83 metres

**Depth:**

0.09 metres

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

2.34 metres

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

0.83 metres

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

0 centimetres

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

Wrought iron structure, RAL 9005 satin finish; Aluminium oval structure, RAL 9005 satin finish ; Amorino angel logo printed on vinyl translucent film, Backed with 3 mm white translucent acrylic, LED backlight @ 4500K

**The colour of text and background:**

RAL 9005 satin finish; Aluminium oval structure, RAL 9005 satin finish ; Amorino angel logo printed on vinyl translucent film, Backed with 3 mm white translucent acrylic, LED backlight @ 4500K

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

2000 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

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

12/08/2024

To Date

12/08/2034

## 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

Mark Barratt

Date

27/06/2024