

Email: 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 recommendation	is based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the No	of site location must be completed. Please provide the most accurate site description you can, to rth of the Post Office".
Number	
Suffix	
Property Name	
94-97	
Address Line 1	
Great Russell Street	
Address Line 2	
Address Line 3	
Camden	
Town/city	
London	
Postcode	
WC1B 3LB	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
529978	181560
Description	

Applicant Details
Name/Company
Title
First name
Surname
Cheetham
Company Name
Address
Address line 1
94-97 Great Russell Street
Address line 2
Address line 3
Town/City
London
County
Camden
Country
Postcode
WC1B 3LB
Are you an agent acting on behalf of the applicant?
○ No
Contact Details
Primary number

Secondary number
Fax number
Email address
Agent Details
Name/Company
Title
First name
Jackson
Surname
Harris
Company Name
Lakeside Signs Limited
Address
Address line 1
Unit 40 Atlantic Business Park
Address line 2
Hayes Road
Address line 3
Town/City
Barry
County
Country
United Kingdom
Postcode
CF64 5AB

Contact Details	
Primary number	
***** REDACTED *****	
Secondary number	
Fax number	
Email address	
***** REDACTED *****	
Type of Proposed Advertisement(s)	
Type of Proposed Advertisement(s)  Please describe the proposed advertisement(s)	
New, illuminated, external fascia sign	
Please specify the type(s) and details of each proposed advertisement	
Advertisement Type: Fascia Sign	
Height: 0.5 metres	
Width: 4.6 metres	
Depth: 0.05 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?: 0.01 metres	
What is the maximum height of any of the individual letters and symbols?: 25 centimetres	
What materials will the advertisement be made of?:  Aluminium panel with stencil cut acrylic letters	
The colour of text and background: Sign 01 - black background with white illuminated tex	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 450 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  23/07/2024  To Date  24/07/2029	
	-
Neighbour and Community Consultation  Have you consulted your neighbours or the local community about the proposal?  ○ Yes  ⊙ No	
Have you consulted your neighbours or the local community about the proposal?  O Yes	

Interest In the Land
Does the applicant own the land or buildings where the adverts are to be placed?
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
Jackson Harris
Date
23/07/2024