

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 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

Ms.

First name

Naomi

Surname

Stockton

Company Name

Farrow & Ball

Address

Address line 1

Uddens Estate

Address line 2

Address line 3

Town/City

Wimborne

County

Dorset

Country

United Kingdom

Postcode

BH21 7NL

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

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)

A new smaller 'Farrow & Ball' fascia sign will replace the existing due to the installation of a new awning being installed.

A new internally illuminated square projecting sign is to replace the existing non-illuminated projecting sign.

The new traditional awning will be installed to the shopfront.

Advertisement Type:

Fascia Sign

Height:

0.25 metres

Width:

2.261 metres

Depth:

0.05 metres

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

3.445 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?:

25 centimetres

What materials will the advertisement be made of?:

Metal letters to match existing

The colour of text and background:

Natural Silver metal letters on Farrow & Ball painted 'Breakfast Room Green' No. 81 background

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.7 metres

Width:

0.15 metres

Depth:

0.7 metres

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

2.381 metres

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

0.85 metres

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

36 centimetres

What materials will the advertisement be made of?:

Black powder coated metal frame with Opal Acrylic panels, Brand mark logo and letters to both sides of sign in Black Vinyl

The colour of text and background:

Black on Opal Acrylic background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.879 metres

Width:

5.57 metres

Depth:

1.1 metres

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

2.483 metres

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

1.1 metres

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

7.5 centimetres

What materials will the advertisement be made of?:

This will be a new traditional awning in black fabric. The words 'HANDCRAFTED PAINT AND PAPER' will be printed on the front valance of the awing.

The colour of text and background:

Will the advertisement be illuminated?:

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

Traditional awning with letters to valance

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

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)

The existing Farrow & Ball projecting sign and Fascia Brand Signage are being removed to be replaced with new and updated Farrow & Ball brand signage.

Please refer to drawing:

F&B_EU-UK_HMSD_PL_A-2-10 Proposed Ext.Elevations

And existing photos:

Farrow & Ball_Hampstead_Existing Storefront Photos

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

01/11/2024

To Date

31/10/2029

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

Gerald Allbury

Date

16/09/2024