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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="232"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="Shaftesbury Avenue"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text" value="Camden"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC2H 8EG"/>

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

Easting (x)	<input type="text" value="530136"/>	Northing (y)	<input type="text" value="181426"/>
Description	<input type="text"/>		

## Applicant Details

### Name/Company

Title

Miss

First name

Rachel

Surname

Zhou

Company Name

### Address

Address line 1

232 Shaftesbury Avenue

Address line 2

Address line 3

Town/City

London

County

Camden

Country

Postcode

WC2H 8EG

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)

Proposed new back illuminated shop signage to replace existing.

Please specify the type(s) and details of each proposed advertisement

**Advertisement Type:**  
Fascia Sign

**Height:**  
0.6 metres

**Width:**  
4.3 metres

**Depth:**  
0.075 metres

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

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

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

**What materials will the advertisement be made of?:**  
Perspex individual letters and logo with timber strip back panel.

**The colour of text and background:**  
Yellow

**Will the advertisement be illuminated?:**  
Yes

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

**Illuminance levels:**  
200 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

If Yes, please provide details

Proposed fascia sign already installed. Previous advertising consent was submitted but was withdrawn, due to invalid information.

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)

P002 - Existing Front Elevation

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

11/11/2024

To Date

11/11/2027

## 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

**If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):**

Officer name:

Title

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

First Name

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

Surname

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

Reference

2024/2828/INVALID

Date (must be pre-application submission)

14/08/2024

Details of the pre-application advice received

Email communication to confirm withdrawal of previous application and resubmission new application.

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ 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

Simon Tong

Date

11/11/2024