

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

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

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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)

Proposing a Halo-illuminated sign, designed to enhance the visibility and aesthetic appeal of the shop front. The key features of the advertisement are as follows:

The sign consists of a 3mm folded aluminium signtray 50mm deep, powder coated in RAL 2017 with a centrally mounted built up flat faced stainless steel "Sixt" logo, powder coated in RAL 9004 black matt. Opal acrylic back trays to allow for halo illumination.

The fascia will measure approximately 4195(W) x 1490mm (H) APPROXIMATELY - SUBJECT TO SURVEY

Lighting:

\* 6500k cool white LED for halo illumination. Providing a soft glow around the edges of the letters.

The lights and trimmer switch operates from dusk until 10pm, then for an additional 71 minutes or until full daylight, whichever occurs later.

Additional projecting sign consists of an aluminium case powder coated in RAL 9004 Matt with LED strip cool white behind acrylic panels either side. acrylic pans to be covered with translucent foil oracal - CAL 8500 orange.

"Sixt" lettering in opaque foil oracal 751-070 black matt with cut-out swoosh

Please refer to the Front elevation document - STA.SIXT.BLOOMSBURY.EX00

**Advertisement Type:**

Fascia Sign

**Height:**

1.49 metres

**Width:**

4.195 metres

**Depth:**

0.125 metres

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

2.36 metres

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

0.125 metres

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

900 centimetres

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

3mm folded Aluminium signage tray 50mm Deep, Build up rimless stainless steel 'swoosh', Sixt lettering opal acrylic black trays, Built up stainless steel 50mm deep Sixt Logo 5mm Opal Acrylic face on Sixt logo,

**The colour of text and background:**

Aluminium sign tray Powder coated RAL 2017 Satin, Rimless stainless steel powder coated RAL 9003 white matt, Sixt lettering opal acrylic black trays, Stainless steel RAL 9004 Black Matt, Acrylic face RAL 9003 White Matt, Cool white LED's

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

2920 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.6 metres

**Width:**

0.2 metres

**Depth:**

0.6 metres

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

2.329 metres

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

0.76 metres

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

20 centimetres

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

Aluminium case, Acrylic panels, Prio 1 - Thyssen 3mm WN071, Prio 2 - Igepa Perspex 3mm, 7894-1X11ST03, Translucent foil, Opaque foil,

**The colour of text and background:**

Case: Powder coat RAL 9004 Matt, Ayclic & Translucent foil: XT White Opal, CAL 8500 Orange, Lettering / logo: oRACAL 715-070 Black Matt

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

600 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

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)

EXISTING EXTERNAL PHOTO 1  
EXISTING EXTERNAL PHOTO 2  
EXISTING EXTERNAL PHOTO 3  
EXISTING EXTERNAL PHOTO 4  
EXISTING EXTERNAL PHOTO 5

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

01/03/2025

To Date

01/03/2035

## 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

First name

Surname

Phone Number

Email

## 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

Alexine Brown

Date

19/12/2024