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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

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

Mr

First name

Xiaoyu

Surname

Zhou

Company Name

XCZ Development Ltd

Address

Address line 1

48-52 Penny Lane Mossley Hill,

Address line 2

Address line 3

Town/City

Liverpool

County

Merseyside

Country

United Kingdom

Postcode

L18 1DG

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisements are suitable for a newly developed Camden Island food market on 183 Camden High Street and will only be used for shop front advertising purposes only. Details are listed below:

1. Main Shopfront Signage - Camden Island & Savor Hub in English writing, approx. 5000mm L x 380mm H x 60mm W
2. Middle Signage - Camden Island Tree logo in orange/green colour, approx. 360mm L x 380mm H x 60mm W
3. Main Shopfront Signage background board - Wave textured board in cream-white colour, approx. 5000mm L x 600mmH x 300mm W

Advertisement Type:

Fascia Sign

Height:

0.4 metres

Width:

5 metres

Depth:

0.06 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?:

0.06 metres

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

40 centimetres

What materials will the advertisement be made of?:

Acrylic hollow carving, painted white on the side, built-in 4000K warm white LED light strip source, 8mm frosted acrylic on the back illuminates, and the titanium metal sheet on the front emits light around it. Featured signage MDF backboard on the back in wave texture, finishes in cream white. 50mm MDF white frame around the entire signage.

The colour of text and background:

Main signage text in white

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

5000 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.38 metres

Width:

0.36 metres

Depth:

0.06 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?:

0.06 metres

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

40 centimetres

What materials will the advertisement be made of?:

Acrylic hollow carving Tree logo, painted in orange/green, built-in 4000K warm white LED light strip source, 8mm frosted acrylic on the back illuminates

The colour of text and background:

Camden Island Tree logo - Painted in Orange/Green

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

5000 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

5 metres

Depth:

0.3 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?:

0.3 metres

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

60 centimetres

What materials will the advertisement be made of?:

Featured Signage background board, made by MDF with Wave texture

The colour of text and background:

Cream white finishes

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

If Yes, please provide details

The proposed shopfront has already been constructed on-site as per the proposed elevation drawing & dimensions.

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 O2 logo & front board had already been removed from the previous tenant, and some of the existing blue-paints on the building facade remains.

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

01/01/2025

To Date

31/12/2040

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes

No

If Yes, please provide details

The proposed design & shopfront advertisements have been fully presented & approved by the property landlord

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

Xiaoyu Zhou

Date

17/01/2025