

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

Mr

First name

Mark

Surname

Hollington

Company Name

Newman Displays Ltd

### Address

Address line 1

23 Pakenham Street

Address line 2

Address line 3

Town/City

London

County

Country

UK

Postcode

WC1X 0LB

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)

Proposed installation of 2no. non-illuminated signs with show related graphics to High Holborn and Bloomsbury Street elevations. Existing signage to be removed from site. Existing steel framework to remain. New curved LED illuminated background metal lightbox with metal face panel stencil cut to represent 720 lights. Existing framework to be reused. Proposed installation of 1no. guitar-shaped African continent metal lightbox with gold LED neon border and white LED neon strings (that can be chased). 4no. LED illuminated lettering lightboxes with white neon outline, placed within the continent. New 3no. illuminated LED lightboxes to the canopy with show related graphics. White letters on black background. New show related graphics to the existing vertical projecting double-sided signs on High Holborn/Bloomsbury Street elevations. The existing Shaftesbury signage (at high level), is to be removed and relocated so the guitars' neck can be installed.

**Advertisement Type:**

Fascia Sign

**Height:**

0.78 metres

**Width:**

4.3 metres

**Depth:**

0.2 metres

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

3.17 metres

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

2.36 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 lightbox with perspex cover and LED lights inside.

**The colour of text and background:**

White coloured letters 250mm high 'JUST FOR ONE DAY' with black background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

1000 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.78 metres

**Width:**

4.3 metres

**Depth:**

0.2 metres

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

3.17 metres

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

2.36 metres

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

19 centimetres

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

Aluminium lightbox with perspex cover with internal LED lights

**The colour of text and background:**

Blue letters 190mm high 'THE LIVE AID MUSICAL' Black background.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

1000 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

4.5 metres

**Width:**

0.1 metres

**Depth:**

1.06 metres

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

4.06 metres

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

1.2 metres

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

24 centimetres

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

Plastic perspex sheet with show related letters. Reuse existing Shaftesbury sign.

**The colour of text and background:**

White letters approx. 240mm high on black background.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

1000 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

4.89 metres

**Width:**

7.45 metres

**Depth:**

0.01 metres

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

4.12 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?:**

28 centimetres

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

3mm thick Dibond panels with show related graphics

**The colour of text and background:**

White letters 280mm high 'THE LIVE AID MUSICAL' with show related graphics - white guitar shaped African continent and coloured panels.  
Black background.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

3.6 metres

**Width:**

8 metres

**Depth:**

0.1 metres

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

5.12 metres

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

0.2 metres

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

0 centimetres

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

Curved metal box with metal face panel stencil cut to represent 720 lights with LED illuminated.

**The colour of text and background:**

No text. Blue background.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

1000 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

8.85 metres

**Width:**

3.8 metres

**Depth:**

0.2 metres

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

4.16 metres

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

0.8 metres

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

68 centimetres

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

Metal guitar-shaped African continent box with white coloured LED neon surround and and white LED neon strings that can be chased. 4no. lettering lightboxes within the continent 684mm high x 100mm deep 'JUST FOR ONE DAY'.

**The colour of text and background:**

Guitar shape - black background with white strings Letters - white 684mm high

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

1000 cd/m<sup>2</sup>

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

Intermittent

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

4.89 metres

**Width:**

4.59 metres

**Depth:**

0.01 metres

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

4.12 metres

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

0.1 metres

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

28 centimetres

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

Dibond panels with show related graphics fixed back to existing steel framework.

**The colour of text and background:**

Black background. Show related graphics - white guitar-shaped African continent with coloured panels. White letters approx 280mm high 'THE LIVE AID MUSICAL'

**Will the advertisement be illuminated?:**

## 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)

4067-001 Existing location plan  
4067-002 Existing High Holborn elevation  
4067-003 Existing Bloomsbury Street elevation  
4067-004 Existing canopy plan  
4067-005 Existing canopy details  
4067-006 Existing visualisations  
4067-010 Proposed High Holborn elevation  
4067-011 Proposed Bloomsbury Street elevation  
4067-012 Proposed canopy plan and sections  
4067-013 Proposed guitar-shaped signage and lettering details  
4067-014 Proposed guitar-shaped signage fixing details  
4067-015 Proposed signage fixing details  
4067-016 Proposed signage graphics/lettering details  
4067-017 Proposed visualisations  
4067- Design Access and Heritage statement



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

15/05/2025

To Date

14/05/2027

## 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

## 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

Gillian Thompson

Date

11/02/2025