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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

Mark

Surname

Hollington

Company Name

Newman Displays Ltd

Address

Address line 1

23A 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 6no. non-illuminated advertising banner at the corners of Mandela Street, Pratt Street, Camden Street and Plender Street, to match existing banners. Proposed relocation of 2no. existing wall mounted signage to either side of the front entrance canopy at Centro Forum on Camden Street.

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

Advertisement Type:
Projecting or Hanging Sign

Height:
4.4 metres

Width:
0.78 metres

Depth:
0.01 metres

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

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

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

What materials will the advertisement be made of?:
Kavalan Sunlight Taichi 300 PVC-free resin coated material. The PVC-free material has EN13501-1 fire rating and is REACH compliant, LCA life cycle assessment (approved). It is compatible with both UV and latex inks and the material is constructed from polyester.

The colour of text and background:
White text and navy background with graphics - lettering approx. 245mm high max. smaller lettering approx. 72mm high. Blue text and lighter blue background with graphics - lettering approx. 245mm high max, smaller lettering approx. 72mm high (black)

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)

MJC25_01_020-001 Location Plan
MJC25_01_020-002 Existing Camden Street elevation
MJC25_01_020-003 Existing Mandela Street elevation
MJC25_01_020-004 Existing Camden and Plender Street elevations
MJC25_01_020-010 Proposed Camden Street elevation
MJC25_01_020-011 Proposed Mandela Street elevation
MJC25_01_020-012 Proposed Camden and Plender Street elevations
MJC25_01_020-013 Proposed banner fixings and details
MJC25_01_020-014 Proposed relocated signage details
MJC25_01_020-015 Proposed visualisations
MJC25_01_020 Planning 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

02/06/2025

To Date

07/06/2027

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

26/03/2025