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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

SIMON

Surname

PETTIFER

Company Name

GREENE KING

Address

Address line 1

The Royal George

Address line 2

8-14 Eversholt Street

Address line 3

Town/City

London

County

Camden

Country

Postcode

NW1 1DG

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)

Installation of replacement signs to include 1x fascia sign, 1x projecting sign, 2x amenity boards, 1x door plaque, 1x menu case, 4x lanterns , 2x sets of signwirting, 5x floodlights and 2x large amenity boards

Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

17 metres

Depth:

0.04 metres

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

3.28 metres

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

0.04 metres

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

30 centimetres

What materials will the advertisement be made of?:

ITEM 01 (Qty 01) UC08A-T-NS Set of Foamex letters to fascia. Featuring: • 19mm Foamex letters • Letters painted copper GKAS25 • Letters stood off with Black pin • 40x40mm timber trim • Birch plywood backboard • Angle fixings • Cowl lights finished Black

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

1.2 metres

Width:

0.9 metres

Depth:

0.07 metres

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

5.14 metres

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

1 metres

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

72 centimetres

What materials will the advertisement be made of?:

ITEM 02 (Qty 01) UC02A Double sided aluminium pictorial sign to new gibbet. Featuring: • New header. • New mid steel gibbet. • Aluminium panel • Bullnose aluminium trim finished RAL 180 20 20 • Full colour digital print. • 2No. Slimline LED trough lights. • Warm white illumination.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.04 metres

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

1.15 metres

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

0.04 metres

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

5 centimetres

What materials will the advertisement be made of?:

ITEM 03 (Qty 01) UC04C Single sided amenity board. Featuring: • 2mm aluminium panel. • 32mm bullnose frame finished green. • Direct print to aluminium panel, vinyl and wrap a substrate. • 25x25 fixing angle.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.04 metres

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

1.15 metres

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

0.04 metres

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

5 centimetres

What materials will the advertisement be made of?:

ITEM 03a (Qty 01) UC04C Single sided amenity board. Featuring: • 2mm aluminium panel. • 32mm bullnose frame finished green. • Direct print to aluminium panel, vinyl and wrap a substrate. • 25x25 fixing angle.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.25 metres

Width:

0.25 metres

Depth:

0.03 metres

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

1.35 metres

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

0.03 metres

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

7 centimetres

What materials will the advertisement be made of?:

ITEM 04 (Qty 02) UC11P Etched plaque hand painted and mounted to treated timber plinth.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.5 metres

Width:

0.377 metres

Depth:

0.05 metres

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

1.25 metres

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

0.05 metres

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

2 centimetres

What materials will the advertisement be made of?:

ITEM 05 (Qty 02) UC15T A3 menu case painted copper GKAS25 with warm white illumination

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.6 metres

Width:

0.35 metres

Depth:

0.35 metres

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

2.3 metres

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

0.505 metres

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

0 centimetres

What materials will the advertisement be made of?:

ITEM 06 (Qty 04) ASH-WAR-S-G-F22 Warwick Small lantern finished GKAS25 Copper. Featuring: • Warm white illumination. • Cradle fixed scroll bracket.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.113 metres

Width:

0.55 metres

Depth:

0.01 metres

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

2.59 metres

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

0 metres

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

11 centimetres

What materials will the advertisement be made of?:

ITEM 07 (Qty 01) UC06A Signwriting on the wall above the entrance painted by main contractor

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.94 metres

Width:

1 metres

Depth:

0.01 metres

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

3.28 metres

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

0 metres

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

48 centimetres

What materials will the advertisement be made of?:

ITEM 08 (Qty 01) UC06A Signwritting on the brick

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.187 metres

Width:

0.261 metres

Depth:

0.03 metres

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

4.63 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?:

0 centimetres

What materials will the advertisement be made of?:

ITEM 11 (Qty 05) UC13- NS 100W LED slimline floodlight. Featuring: • Warm white illumination • On extended brackets.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.8 metres

Width:

1.17 metres

Depth:

0.04 metres

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

5.5 metres

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

0.04 metres

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

7 centimetres

What materials will the advertisement be made of?:

ITEM 12 (Qty 02) UC04C Single sided wall mounted amenity signs. Featuring: • 2mm Aluminium panel • 32mm Bullnose trim • Applied vinyl display.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

ITEM 06 - 4X BRASS LANTERNS

ITEM 11 - 5X FLOODLIGHTS

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)

PROPOSED AND EXISTING ELEVATIONS

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

01/04/2025

To Date

01/04/2030

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

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 Shepley

Date

01/04/2025