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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 recommendate	ons based on the answers given in the questions.	
If you cannot provide a postcode, the descript help locate the site - for example "field to the l	on of site location must be completed. Please provide the most accurate site description you car lorth of the Post Office".	ı, to
Number	5	
Suffix		
Property Name		
Address Line 1		
High Holborn		
Address Line 2		
Address Line 3		
Camden		
Town/city		
London		
Postcode		
WC1V 6DR		
·	st be completed if postcode is not known:	
Easting (x)	Northing (y)	
531101	181636	
Description		

Applicant Details
Name/Company
Title
Mr
First name
Stuart
Surname
Murry
Company Name
Costa Coffee
Address
Address line 1
3 Knaves Beech Business Centre Davies Way,
Address line 2
Loudwater,
Address line 3
Town/City
High Wycombe
County
Buckinghamshire
Country
England
Postcode
HP109QR
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	
Mr	
First name	
Joe	
Surname	
James	
Company Name	
sea design group	
Address	
Address line 1	
13d Princes Drive	
Address line 2	
Address line 3	
Town/City	
Kenilworth	
County	
Country	
United Kingdom	
Postcode	
CV8 2FD	

Contact Details
Primary number
***** REDACTED *****
Secondary number
Fax number
Email address
***** REDACTED *****
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
1No Fascia 1No Projecting
1No Internal digital display

Facious Signs Flogible: 1.196 metres Whith: 5.14 metities Depth: 5.14 metities What is the height from the ground to the base of the advertisement?: 2.5 metres What is the maximum projection of the advertisement from the face of the building?: 5.13 metres What is the maximum projection of the advertisement from the face of the building?: 5.13 metres What is the maximum height of any of the individual letters and symbols?: 5.25 centimeries What is the maximum height of any of the individual letters and symbols?: 5.35 centimeries What is the maximum height of any of the individual letters and symbols?: 5.45 centimeries What is the maximum height of any of the individual letters and symbols?: 5.46 centimeries What is the maximum height of any of the individual letters and symbols?: 5.47 centimeries What is the maximum height of any of the individual letters and symbols?: 5.48 centimeries What is the maximum height of any of the individual letters and symbols?: 5.49 centimeries White height from back trays a disard and for nr. non illuminated 350mm high "Costa Coffee letters formed from white opal acrylic. Returns. 13do white from back trays a disard and to fire. non illuminated 350mm high "Costa Coffee letters formed from white opal acrylic. Returns. 13do white the background: 5.40 white is don't and background: 5.40 white is don't and background: 5.40 white is the advertisement be illuminated?: 5.40 centimeries What is the height from the ground to the base of the advertisement?: 5.40 metres What is the height from the ground to the base of the advertisement?: 5.40 metres What is the maximum projection of the advertisement from the face of the building?: 5.40 metres What is the maximum projection of the advertisement from the face of the building?: 5.40 metres What is the maximum projection of the advertisement from the face of the building?: 5.40 metres What is the maximum projection of the individual letters and symbols?: 6.40 metres What is the maximum projection of the individual letters and symbols?		
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Please specify the type(s) and details of each proposed advertisement

Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 700 cd/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type: Other type
Height: 0.94 metres
Width: 0.51 metres
Depth: 0.02 metres
What is the height from the ground to the base of the advertisement?: 0.8 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?: 94 centimetres
What materials will the advertisement be made of?: Double sided digital display
The colour of text and background: Digital display
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 700 cd/m ²
Will the illumination be static or intermittent?: Static
Please describe each of the 'Other type(s)' of advertising proposed
Double sided digital display
Location of Advertisement(s)
s the advertisement(s) you are applying for already in place?
○ Yes ⊙ No
s an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? Yes No Not Applicable
Will the proposed advertisement(s) project over a footpath or other public highway? ☑ Yes ☑ No

P	Advertisement(s) Period Please state the period of time for which consent is sought for the advertisement
Г	25/04/2025
L	o Date
Г	26/04/2030
N	Neighbour and Community Consultation
	lave you consulted your neighbours or the local community about the proposal?
) Yes ⊙ No
S	Site Visit
	Can the site be seen from a public road, public footpath, bridleway or other public land?
	② Yes ○ No
	f the planning authority needs to make an appointment to carry out a site visit, whom should they contact? The agent
\subset	The applicant
	Other person
F	Pre-application Advice
	las assistance or prior advice been sought from the local authority about this application?
) Yes ⊘ No
l	nterest In the Land
	Ooes the applicant own the land or buildings where the adverts are to be placed?
	② Yes Э No

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
Joe James
Date
23/04/2025

Authority Employee/Member