

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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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) Regulations 2007

### 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.

### 1. Applicant Name, Address and Contact Details

Title:	Mr	First name:		Surname:			
Company name:	Waitrose Ltd						
Street address:	Partnership House			Country Code	National Number	Extension Number	
	Carlisle Place			Telephone number:	020	3227	
						0840	
Town/City	London			Mobile number:			
County:				Fax number:			
Country:	United Kingdom			Email address:			
Postcode:	SW1P 1BX			r.carmody@bandr-arch.com			
Are you an agent acting on behalf of the applicant?				<input checked="" type="radio"/> Yes	<input type="radio"/> No		

### 2. Agent Name, Address and Contact Details

Title:	Miss	First Name:	Rachel	Surname:	Carmody		
Company name:	B & R Architects						
Street address:	Suncourt House			Country Code	National Number	Extension Number	
	18-26 Essex Road			Telephone number:		020 3227 0840	
				Mobile number:			
Town/City	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	N1 8LN			r.carmody@bandr-arch.com			

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text" value="131"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Co-operative Retail Services Ltd"/>		
Street address:	<input type="text" value="Camden High Street"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW1 7JR"/>		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	<input type="text" value="528958"/>
Northing:	<input type="text" value="183682"/>

Description:

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

### 5. Neighbour and Community Consultation

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

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

How many of the following type of advertisements are you applying for?

Fascia sign(s)	<input type="text" value="1"/>	Projecting or hanging sign(s)	<input type="text" value="1"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text"/>
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### 8. 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).

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

### 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From:	<input type="text" value="05/03/2014"/>	To:	<input type="text" value="30/03/2044"/>
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### 10. 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

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?	<input type="text" value="2.900"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.075"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="1.200"/>	x Width: <input type="text" value="4.375"/>	x Depth: <input type="text" value="0.100"/>	metres
What materials will the sign be made of?				
Face illuminated architectural letters. Face in Waitrose green (PMS370C) acrylic. Aluminium returns. Internally (static) illuminated to 18-22 Lumens by White Tetra minimax LED's.				
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="75.000"/>	cm		
The colour of text and background:				
Text: Waitrose PMS 370C, Background:Fascia colour				
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="0.000"/>	cd/m		
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static	<input type="radio"/> Intermittent		

### 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?	<input type="text" value="2.865"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.970"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="1.200"/>	x Width: <input type="text" value="0.270"/>	x Depth: <input type="text" value="0.120"/>	metres
What materials will the sign be made of?				
Aluminium panels painted Waitrose green (PMS 370C). Inlayed laser cut acrylic Waitrose logotype and graphic device (PMS 583C). Stainless steel side Internally illuminated logotype and motif, sign face does not illuminate. Tetra minimax LEDS, illuminates to between 18-22 lumens.				
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="75.000"/>	cm		
The colour of text and background:				
Text Colour: White Background Colour: Waitrose PMS 370C				
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="0.000"/>	cd/m		
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static	<input type="radio"/> Intermittent		

### 12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)		
<input type="radio"/> The agent	<input type="radio"/> The applicant	<input checked="" type="radio"/> Other person
If Other has been selected, please provide:		
Contact name:		
Title: <input type="text" value="Mr"/>	First name: <input type="text" value="Dean"/>	Surname: <input type="text" value="Kassar"/>
Telephone number:		
Country code: <input type="text" value="07824"/>	National number: <input type="text" value="363352"/>	Extension number: <input type="text"/>
Email Address: <input type="text" value="dean.kassar@ucteam.co.uk"/>		

### 13. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.	<input checked="" type="checkbox"/>	Date	<input type="text" value="05/03/2014"/>
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