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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:	<input type="text"/>	First name:	<input type="text"/>	Surname:	<input type="text"/>
Company name:	<input type="text" value="JCC Ventures"/>				
Street address:	<input type="text" value="c/o Agent"/>	Telephone number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City:	<input type="text"/>	Fax number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
County:	<input type="text"/>	Email address:	<input type="text"/>		
Country:	<input type="text"/>				
Postcode:	<input type="text"/>				
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:	<input type="text" value="Ms"/>	First Name:	<input type="text" value="Cora"/>	Surname:	<input type="text" value="Barrett"/>
Company name:	<input type="text" value="DP9"/>				
Street address:	<input type="text" value="100 Pall Mall"/>	Telephone number:	<input type="text" value="0044"/>	<input type="text" value="020 7004 1700"/>	<input type="text"/>
	<input type="text"/>	Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
County:	<input type="text"/>	Email address:	<input type="text" value="cora.barrett@dp9.co.uk"/>		
Country:	<input type="text"/>				
Postcode:	<input type="text" value="SW1Y 5NQ"/>				

### 3. Site Address Details

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

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text"/>		
	<input type="text"/>		
Town/City:	<input type="text"/>		
County:	<input type="text"/>		
Postcode:	<input type="text"/>		

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

Easting:	<input type="text"/>
Northing:	<input type="text"/>

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):

- Illuminated location identifying sign on the south east elevation
- Illuminated entrance identifying sign on the north east elevation
- Banners on the street lamps on Finchley Road
- Poster case at the site entrances

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

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

- Illuminated location identifying sign on the south east elevation
- Illuminated entrance identifying sign on the north east elevation
- Banners on the street lamps on Finchley Road
- Poster case at the site entrances

### 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

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:  To:

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

If No, why has permission not been obtained?

The only part of the land falling outside of the applicant's ownership is the lampposts. These are owned by TfL and the applicant will be carrying out discussions with TfL during the application process.

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

What is the height from the ground to the base of the advertisement (in metres)?

24.000m

What is the maximum projection of the advertisement from face of building (in metres)?

0.040m

What are the dimensions of the proposed advertisement?

Height: 2.000 x Width: 6.000 x Depth: 0.015 metres

What materials will the sign be made of?

Powder-coated/anodised aluminium fabricated construction.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

1.450cm

The colour of text and background:

Aperture cut letterforms reveal building facade behind.

Will the sign be illuminated?

☒ Yes☐ No

Will the sign be illuminated internally or externally?

☒ Internally☐ Externally

Illuminance Levels: 400.000 cd/m

Will the illumination be static or intermittent?

☒ Static☐ Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)?

8.500m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000m

What are the dimensions of the proposed advertisement?

Height: 1.000 x Width: 3.000 x Depth: 0.000 metres

What materials will the sign be made of?

Translucent grey vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)?

80.000cm

The colour of text and background:

Background: Grey / Letters: Translucent and grey

Will the sign be illuminated?

☐ Yes☒ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000m

What is the maximum projection of the advertisement from face of building (in metres)?

0.500m

What are the dimensions of the proposed advertisement?

Height: 3.000 x Width: 0.500 x Depth: 0.001 metres

What materials will the sign be made of?

Display banner

What is the maximum height of any of the individual letters and symbols (in centimetres)?

cm

The colour of text and background:

Unknown

Will the sign be illuminated?

☐ Yes☒ No

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

m

What is the maximum projection of the advertisement from face of building (in metres)?

m

What are the dimensions of the proposed advertisement?

Height:

x

Width:

x

Depth:

metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?

cm

The colour of text and background:

Will the sign be illuminated?

☒

Yes

☐

No

Will the sign be illuminated internally or externally?

☒

Internally

☐

Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?

☒

Static

☐

Intermittent

### 12. 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? (Please select only one)

☒

The agent

☐

The applicant

☐

Other person

### 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.



Date