

**ICON**  
Bringing brands to life

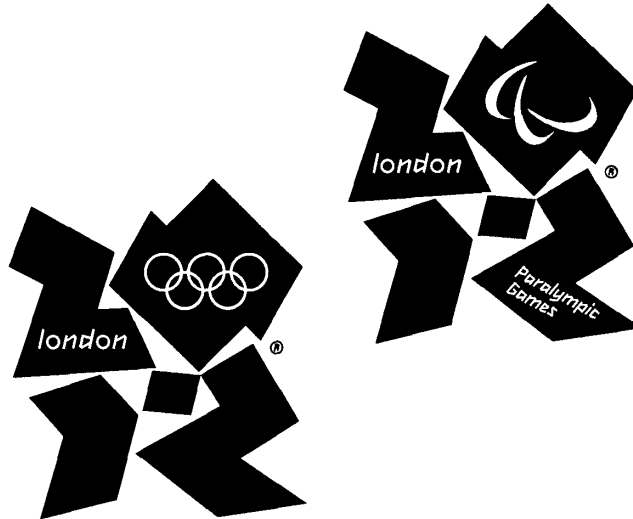
# Application for Advertising Consent

London 2012



# Application for Advertising Consent

# ICON



**Name of Borough:** Camden

**Area/Zone:** Enhanced City Dressing

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## 1. Site Address

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

House: \_\_\_\_\_ Suffix: \_\_\_\_\_ House name: \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

Town/City: \_\_\_\_\_

County: \_\_\_\_\_ Postcode: \_\_\_\_\_

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

Easting: \_\_\_\_\_ Northing: \_\_\_\_\_

Description:

ENHANCED CITY DRESSING LOOK AND FEEL AREA 5

Please see attached location plan and spreadsheet for areas covered.

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## 2. Applicant Details

### Name

Title: Ms First name: Di Surname: Henry

Company name (optional): Greater London Authority

### Address

Street Address: City Hall, The Queen's Walk, More London

\_\_\_\_\_

Town/City: London

County: London Postcode: SE1 2AA

### Telephone number

	County	National	Extension
Telephone number:	<u>+44</u>	<u>0207 983 4946</u>	<u></u>

Mobile number (optional):

Fax number (optional):

Email (optional):

Are you an agent acting on behalf of the applicant?

Yes: ----- No: N

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## 3. Agent Details

### Name

Title: Ms First name: Beccy Surname: Young  
Company name (optional): ICON

### Address

Street Address: 130-136 Maidstone Road,  
  
  
Town/City: Sidcup  
County: Kent Postcode: DA14 5HS

### Telephone number

	County	National	Extension
Telephone number:	<u>+44</u>	<u>207 096 5886</u>	<u></u>
Mobile number (optional):	<u>+44</u>	<u>7931 382 250</u>	<u></u>
Fax number (optional):	<u></u>	<u></u>	<u></u>
Email (optional):	<u>beccy.young@icon-world.com</u>		

Are you an agent acting on behalf of the applicant?

Yes: Y No: -----

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## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

The documents accompanying this application show the proposed Enhanced City Dressing allocated to the borough as part of the Look and Feel of the London 2012 Olympic and Paralympic Games.

Please refer to the attached location plan document, item specification document and item spreadsheet for full details.

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:

Please refer to the attached location plan document, item specification document and

item spreadsheet for full details.

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## 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place

Yes: \_\_\_\_\_ No: \_\_\_\_\_ N

If Yes, please provide details:

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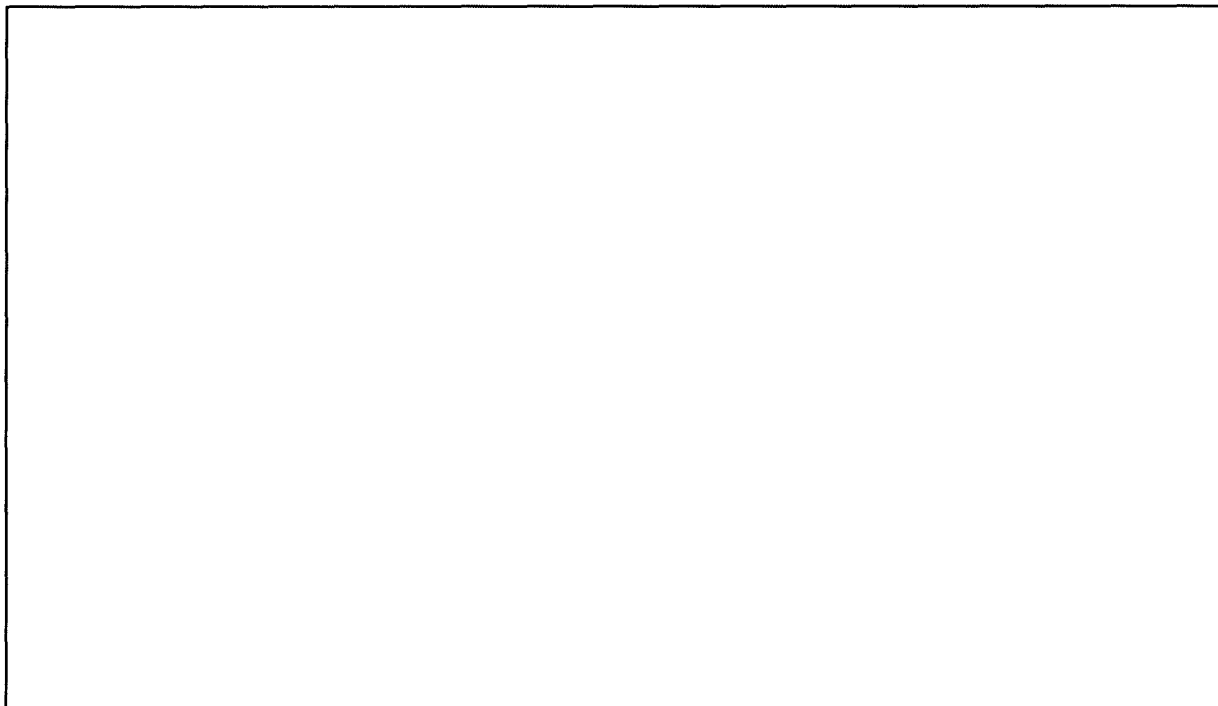
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Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

Yes: \_\_\_\_\_ No: \_\_\_\_\_ N Not Applicable: \_\_\_\_\_

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the reference for the drawing(s) or photograph(s).



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

Yes: \_\_\_\_\_ Y No: \_\_\_\_\_

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## 6. Description of advertisement(s)

Please provide a full description of each advertisement you propose:

Please see Appendix 1 - Item Specifications

## 7. Advertisement(s) Period

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

From (DD/MM/YYYY): 13/07/2012

To (DD/MM/YYYY): 24/09/2012

## 8. Neighbour and Community Consultation

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

Yes: Y No: -----

If Yes, please provide details:

Consultation has taken place between the GLA, The Council and local

stakeholders prior to this application.

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## 9. Pre-application Advice

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

Yes: Y No: -----

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:	Title:	First name:	Surname:
		Rob	Willis
Reference:		Olympics 2012	
Date (DD/MM/YYYY):		20/10/2011	

(Must be pre-application submission)

Details of the pre-application advice received:

Various meetings attended both with Camden and GLA to complete the attached.

Recommendation was to provide product specifications along with corresponding maps and schedules to follow this document to complete this submission.

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## 10. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

Yes: Y 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 Y The applicant                      Other person                     

If Other has been selected, please provide:

	Title:	First name:	Surname:
Contact name:	<u>                    </u>	<u>                    </u>	<u>                    </u>
	County	National	Extension
Telephone number:	<u>                    </u>	<u>                    </u>	<u>                    </u>
Email address:	<u>                    </u>	<u>                    </u>	<u>                    </u>

## 11. Interest in the Land

Does the applicant own the land or building where the adverts are to be placed?

Yes:                      No: N

If No, has the permission of the owner or any other person entitled to given permission for the display of an advertisment been obtained?

Yes: Y No:                     

If No, why has permission not been obtained?

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## 12. 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:       N      

If Yes, please provide details of the name, relationship and role:

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## 13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Date (DD/MM/YYYY - cannot be pre-application): 21/10/2011

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## Mandatory Documentation

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