

Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

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For office use
Date
Payee
App. No.

Fee

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:	Jonathan	Surname:	Hudson	
Company name	Hudsons Ltd					
Street address:	24 Charlotte Street			Country Code	National Number	Extension Number
				Telephone number:		
				Mobile number:		
Town/City				Fax number:		
County:	London			Email address:		
Country:	UK					
Postcode:	W1T 2ND					

Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No

2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

3. Site Address Details

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

House:	24	Suffix:	
Use name:			
Street address:	CHARLOTTE STREET		
Town/City:	LONDON		
County:			
Postcode:	W1T 2ND		
Description of location or a grid reference (must be completed if postcode is not known):			
Easting:	529505		
Northing:	181643		

Description:

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RECEIVED
26 SEP 2011

4. Pre-application Advice

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

☒ Yes ☐ 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:

Reference:

Date (DD/MM/YYYY): (Must be pre-application submission)

Details of the pre-application advice received:

5. Neighbour and Community Consultation

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

☒ Yes ☐ No

If Yes, please provide details:

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

Please describe:

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

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

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

1.2m from street lev m

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

0.07 m

What are the dimensions of the proposed advertisement?

Height: 0.79 x Width: 0.78 x Depth: 0.07 metres

What materials will the sign be made of?

Text and logo laser cut from 20-gauge descaled stainless steel and built-up with 30/40mm returns. Rear of text filled with 3mm clear acrylic backtrays face applied with yellow

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

65 cm

The colour of text and background:

Pantone 872 Satin Finish

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 350 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

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

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

0.02 m

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

1.5 m

What are the dimensions of the proposed advertisement?

Height: 0.95 x Width: 1.5 x Depth: 0.07 metres

What materials will the sign be made of?

White sprayed aluminium with printed graphic on front of sign. Stainless steel floor/base fixings

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

5.1 cm

The colour of text and background:

Logo: Pantone 872. Supporting text: Pantone 276. Background: White

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

If Other has been selected, please provide:

Contact name:

Title: First name: Surname:

Telephone number:

Country code: National number: Extension number:

Email Address:

13. Declaration

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



Date 26/09/2011