

Planning Services Camden Town Hall Argyle Street London WC1H 8EQ Email (enquiries only): env.devcon@camden.gov.uk

Telephone : 020 7974 1911 Fax

: 020 7974 5713

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 N	ame, Address and Contact Details				
Title:	First name:	Surname:			
Company name	Sainsbury's Supermarkets Ltd				
Street address:	33 Holborn		Country Code	National Number	Extension Number
		Telephone number:			
		Mobile number:			
Town/City County:		Fax number:			
Country:		Email address:			
Postcode:	EC1N 2HT				
Are you an agent a	cting on behalf of the applicant?	es No			
2. Agent Name	e, Address and Contact Details				
Title:	First Name: Aidan	Surname: Doy	yle		
Company name:	Arc Design Consulting				
Street address:	21-22 Great Sutton Street		Country Code	National Number	Extension Number
		Telephone number:			
		Mobile number:		07825211428	
Town/City	London	Fax number:			
County:		For all and done			
Country:	UNited Kingdom	Email address:			
Postcode:	EC1V 0DY	aidan.doyle@riley-cons	ulting.co.uk		

	Details									
Full postal address of	of the site (incl	uding full postcode wh	ere available)	)	Description:					
House:	129	Suffix:								
House name:										
Street address:	KINGSWAY									
Town/City:	LONDON									
County:										
Postcode:	WC2B 6NH									
Description of locati (must be completed										
Easting:	53050									
Northing:	18148	37								
4. Pre-application Advice										
Has assistance or prior advice been sought from the local authority about this application?  Yes  No										
5. Neighbour a	nd Commu	nity Consultatior	1							
Have you consulted your neighbours or the local community about the proposal?  Yes  No										
6. Authority Em	nployee/Me	ember								
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 Prop	osed Adve	rtisement(s)								
7. Type of Prop Please describe the										
Please describe the	proposed adve		ering; brande	ed vinyl.						
Please describe the New ATM surrounds	proposed adve s; replacement	ertisement(s):								
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11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement?  Height:   .8
What materials will the sign be made of?  Moulded perspex canister lettering
What is the maximum height of any of the individual letters and symbols (in centimetres)?  45 cm
The colour of text and background:
Orange and white, no background.
Will the sign be illuminated?    Yes    No
Will the sign be illuminated internally or externally?  • Internally Externally  Illuminance Levels: 800 cd/m
Will the illumination be static or intermittent?  Static  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)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height:  [.6
What materials will the sign be made of?
Aluminium panels  What is the maximum height of any of the individual letters and symbols (in contimetres)?
What is the maximum height of any of the individual letters and symbols (in centimetres)?  25 cm
Orange and white on plum background
Will the sign be illuminated?    • Yes    No
Will the sign be illuminated internally or externally?  • Internally  Externally
Illuminance Levels: 800 cd/m
Will the illumination be static or intermittent?   Static  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)?
What is the maximum projection of the advertisement from face of building (in metres)?  .9  m
What are the dimensions of the proposed advertisement? Height: .6 x Width: .9 x Depth: .1 metres
What materials will the sign be made of?
Aluminium panels
What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm
The colour of text and background:  Orange & white on plum background
Will the sign be illuminated?    • Yes    No
Will the sign be illuminated internally or externally?  • Internally  • Externally
Illuminance Levels: 800 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 Other person  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.

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Date 22/06/2011