

Planning Services  
Camden Town Hall  
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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:	Miss	First name:	Gabrielle	Surname:	George		
Company name:	MBH Partnership						
Street address:	Rosemount House			Telephone number:	Country Code	National Number	Extension Number
	Rosemount Ave				+44	1932352727	
Town/City:	West Byfleet			Mobile number:			
County:	Surrey			Fax number:			
Country:	UK			Email address:			
Postcode:	KT146LB			gabby@mbhship.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:	Gabrielle	Surname:	George		
Company name:	MBH Partnership						
Street address:	Rosemount House			Telephone number:	Country Code	National Number	Extension Number
	Rosemount Ave				+44	1932352727	
Town/City:	West Byfleet			Mobile number:			
County:	Surrey			Fax number:			
Country:	United Kingdom			Email address:			
Postcode:	KT146LB			gabby@mbhship.com			

### 3. Site Address Details

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

Description:

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="231-233 Tottenham Court Rd"/>		
Town/City:	<input type="text" value="Camden"/>		
County:	<input type="text" value="London"/>		
Postcode:	<input type="text" value="W1T7QJ"/>		

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

Easting:	<input type="text" value="529676"/>
Northing:	<input type="text" value="181651"/>

### 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 signage advertising proposed Waitrose store and window vinyls to glazing.

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:

Individual architectural letters, internally illuminated, applied to fascia.  
Projecting sign, internally illuminated.  
2 no. Window vinyls applied internally to glazing plus manifestation to doors.  
1 no. Dog stop sign

### 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)?

3.65 m

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

.1 m

What are the dimensions of the proposed advertisement?

Height: .55 x Width: 4 x Depth: .1 metres

What materials will the sign be made of?

550mm high internally illuminated architectural letters as per specialist details on existing rendered surface. Acrylic face of 'Waitrose' letters in Waitrose green PMS 370C w

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

55 cm

The colour of text and background:

'Waitrose' letters in Waitrose green PMS 370C

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels: 18-22 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)?

3.65 m

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

.85 m

What are the dimensions of the proposed advertisement?

Height: .55 x Width: .8 x Depth: .1 metres

What materials will the sign be made of?

Painted aluminium panels with inlaid laser cut acrylic Waitrose logotype and graphic device. Stainless steel support.

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

20 cm

The colour of text and background:

Aluminium panels painted Waitrose green (PMS 370C)with graphic device (PMS583C). Text in white

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels: 18-22 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)?

.7 m

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

.01 m

What are the dimensions of the proposed advertisement?

Height: .15 x Width: .15 x Depth: .01 metres

What materials will the sign be made of?

Aluminium panels with screen printed graphic to face.

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

9 cm

The colour of text and background:

Waitrose green (PMS 370C) panels with white screen printed graphic.

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

### 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

If Other has been selected, please provide:

Contact name:

Title:

 Mr

First name:

 Paresh

Surname:

 Bulsara

Telephone number:

Country code:

 +44

National number:

 7766782197

Extension number:

Email Address:

 Paresh Bulsara <Paresh.Bulsara@longcross.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.



Date

 24/05/2011