

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 Name, Address and Contact Details

Title:	<input type="text"/>	First name:	<input type="text"/>	Surname:	<input type="text"/>	
Company name	<input type="text" value="Itsu Ltd."/>					
Street address:	<input type="text" value="C/O Agent"/>			Country Code	National Number	Extension Number
	<input type="text"/>			Telephone number:	<input type="text"/>	<input type="text"/>
	<input type="text"/>			Mobile number:	<input type="text"/>	<input type="text"/>
Town/City	<input type="text"/>			Fax number:	<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"/>	First Name:	<input type="text" value="Rolfe Judd"/>	Surname:	<input type="text" value="Planning"/>		
Company name:	<input type="text" value="Rolfe Judd Planning"/>						
Street address:	<input type="text" value="Old Church Court"/>			Country Code	National Number	Extension Number	
	<input type="text" value="Claylands Road"/>			Telephone number:	<input type="text" value="020"/>	<input type="text" value="7556"/>	<input type="text" value="1500"/>
	<input type="text" value="The Oval"/>			Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City	<input type="text" value="London"/>			Fax number:	<input type="text" value="020"/>	<input type="text" value="7556"/>	<input type="text" value="1501"/>
County:	<input type="text"/>			Email address:	<input type="text" value="planning-applications@rolfe-judd.co.uk"/>		
Country:	<input type="text"/>						
Postcode:	<input type="text" value="SW8 1NZ"/>						

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" value="41-44"/>		
Street address:	<input type="text" value="GREAT QUEEN STREET"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="CITY OF LONDON"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="WC2B 5AD"/>		

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

Easting:	<input type="text" value="530404"/>
Northing:	<input type="text" value="181214"/>

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):

Display of illuminated fascia sign to Great Queen Street and Drury Lane elevations, two externally illuminated hanging signs and four adhesive vinyl signs to shop windows.

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:

2 x vinyl graphics applied externally with 'itsu' logo
2 x vinyl graphics applied externally with menu

8. Location of Advertisement(s)

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

☒ Yes ☐ No

If Yes, please provide details:

This is an application to regulate all the existing signage in connection with the retail use on the ground floor of 41-44 Great Queen Street, as displayed currently, following enforcement correspondence.

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

☐ Yes ☒ No ☐ Not Applicable

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

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)?

3.2 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: 27.5 x Width: .8 x Depth: .1 metres

What materials will the sign be made of?

Aluminium, with white powder coated finish.

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

51 cm

The colour of text and background:

black lettering, white 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 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

2.55 m

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

0.835 m

What are the dimensions of the proposed advertisement?

Height: .65 x Width: .65 x Depth: .05 metres

What materials will the sign be made of?

Acrylic

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

17 cm

The colour of text and background:

Black text, yellow 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 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

2.55 m

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

0.835 m

What are the dimensions of the proposed advertisement?

Height: .65 x Width: .65 x Depth: .05 metres

What materials will the sign be made of?

Acrylic

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

17 cm

The colour of text and background:

Black text, yellow 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)?

1.4

m

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

0

m

What are the dimensions of the proposed advertisement?

Height:

1.3

 x Width:

1.47

 x Depth:

0

 metres

What materials will the sign be made of?

Vinyl sticker

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

50

cm

The colour of text and background:

Yellow text

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)?

1.4

m

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

0

m

What are the dimensions of the proposed advertisement?

Height:

1.3

 x Width:

1.47

 x Depth:

0

 metres

What materials will the sign be made of?

Vinyl sticker

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

50

cm

The colour of text and background:

Yellow text

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)?

1.6

m

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

0

m

What are the dimensions of the proposed advertisement?

Height:

1

 x Width:

1.9

 x Depth:

0

 metres

What materials will the sign be made of?

Vinyl

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

10

cm

The colour of text and background:

Predominantly white on black blackground, will include product photos

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)?

1.6

m

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

0

m

What are the dimensions of the proposed advertisement?

Height:

1

 x Width:

1.9

 x Depth:

0

 metres

What materials will the sign be made of?

Vinyl

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

10

cm

The colour of text and background:

Predominantly white on black blackground, will include product photos

Will the sign be illuminated?

☐

 Yes

☒

 No

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. ☒

Date