

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:	Paul	Surname:	Snelling		
Company name	TJX Europe						
Street address:	50 Clarendon Road			Country Code	National Number	Extension Number	
				Telephone number:			
				Mobile number:			
Town/City	Watford			Fax number:			
County:	Hertfordshire			Email address:			
Country:	UK						
Postcode:	WD17 1TX						
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:	Mr	First Name:	Colin	Surname:	Batchelor		
Company name:	LOM Architecture and Design						
Street address:	Boulevard House			Country Code	National Number	Extension Number	
	92 Fortis Green			Telephone number:	+44	020 8444 2999	
				Mobile number:			
Town/City	East Finchley			Fax number:			
County:	London			Email address:			
Country:							
Postcode:	N2 9EY				colinb@lom-fdp.com		

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"/>		
Street address:	<input type="text" value="118 - 120 Charing Cross Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="London"/>		
Postcode:	<input type="text" value="WC2H 0JR"/>		

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

Easting:	<input type="text" value="529874"/>
Northing:	<input type="text" value="181206"/>

Description:

Former Borders store on Charing Cross Road.

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):

1. 2No. Internally illuminated pinned white acrylic letters with stainless steel return mounted on RAL 3001 fascia. Face and back lit to create red halo effect around letters. White LEDs to front face with max light level of 700cdm². Halo in red LEDs with max light level of 200cdm².
2. 3No. Aluminium panels powder coated to RAL3001
3. 3no. Internally illuminated projecting 'Bus stop' signs, powder coated aluminium with pushed through acrylic letters (pushed through by 3mm). Light level of 450cdm².
4. 1No. Internally illuminated projecting Hong Kong style sign, powder coated aluminium with pushed through acrylic letters (pushed through by 3mm). Light level of 450cdm².

How many of the following type of advertisements are you applying for?

Fascia sign(s)	<input type="text" value="5"/>	Projecting or hanging sign(s)	<input type="text" value="4"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text" value="0"/>
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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

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).

Existing and Proposed Shopfront Elevations drawing number 1122-TK50-C50_PP and Proposed Shopfront Visual drawing number 1122-TK50-V50_PP.

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:	<input type="text" value="06/04/2010"/>	To:	<input type="text" value="06/04/2015"/>
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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)?

3.435

m

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

0.175

m

What are the dimensions of the proposed advertisement?

Height:

1.055

 x Width:

13.685

 x Depth:

0.10

 metres

What materials will the sign be made of?

Pinned white acrylic letters with stainless steel return on powder coated aluminium fascia

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

83

cm

The colour of text and background:

White Opal acrylic text, RAL 3001 (red) panel

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

700

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

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

3.175

m

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

0.175

m

What are the dimensions of the proposed advertisement?

Height:

1.015

 x Width:

1.9

 x Depth:

0.10

 metres

What materials will the sign be made of?

Pinned white acrylic letters with stainless steel return on powder coated aluminium fascia

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

33

cm

The colour of text and background:

White Opal acrylic text, RAL 3001 (red) panel

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

700

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

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

3.21

m

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

0.175

m

What are the dimensions of the proposed advertisement?

Height:

1.055

 x Width:

5.29

 x Depth:

0.10

 metres

What materials will the sign be made of?

Powder coated aluminium fascia panel

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

n/a

cm

The colour of text and background:

RAL 3001 (red) panel

Will the sign be illuminated?

☐ 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)?

3.075

m

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

0.175

m

What are the dimensions of the proposed advertisement?

Height:

1.015

 x Width:

6.08

 x Depth:

0.10

 metres

What materials will the sign be made of?

Powder coated aluminium fascia panel

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

n/a

cm

The colour of text and background:

RAL 3001 (red) panel

Will the sign be illuminated?

☐ 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)?

3.175

m

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

0.175

m

What are the dimensions of the proposed advertisement?

Height:

1.015

 x Width:

4.665

 x Depth:

0.10

 metres

What materials will the sign be made of?

Powder coated aluminium fascia panel

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

n/a

cm

The colour of text and background:

RAL 3001 (red) panel

Will the sign be illuminated?

☐ Yes

☒ No

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

2.595

m

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

0.6

m

What are the dimensions of the proposed advertisement?

Height:

0.5

 x Width:

0.5

 x Depth:

0.2

 metres

What materials will the sign be made of?

Powder coated aluminium with acrylic letters pushed through by 3mm

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

8.5

cm

The colour of text and background:

White Opal text, RAL 3001 (red) panel

Will the sign be illuminated?

☒ Yes

☐ No

Will the sign be illuminated internally or externally?

☒ Internally

☐ Externally

Illuminance Levels:

450

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)?

2.51 m

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

0.6 m

What are the dimensions of the proposed advertisement?

Height:

0.5

x

Width:

0.5

x

Depth:

0.2

metres

What materials will the sign be made of?

Powder coated aluminium with acrylic letters pushed through by 3mm

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

8.5 cm

The colour of text and background:

White Opal text, RAL 3001 (red) panel

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

450

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)?

2.615 m

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

0.6 m

What are the dimensions of the proposed advertisement?

Height:

0.5

x

Width:

0.5

x

Depth:

0.2

metres

What materials will the sign be made of?

Powder coated aluminium with acrylic letters pushed through by 3mm

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

8.5 cm

The colour of text and background:

White Opal text, RAL 3001 (red) panel

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

450

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)?

5.75 m

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

1.15 m

What are the dimensions of the proposed advertisement?

Height:

3.885

x

Width:

1

x

Depth:

0.2

metres

What materials will the sign be made of?

Powder coated aluminium with acrylic letters pushed through by 3mm

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

314 cm

The colour of text and background:

White Opal text, RAL 3001 (red) panel

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

450

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

13. Declaration

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



Date 06/04/2010