

Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

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Telephone : 020 7974 1911
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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:		First name:	Eleanor	Surname:	Cruz	
Company name	Summit Hotels					
Street address:				Country Code	National Number	Extension Number
	Holiday Inn Express			Telephone number:		
	152-156 Finchley Road			Mobile number:		
Town/City	London			Fax number:		
County:				Email address:		
Country:						
Postcode:	NW3 5HS					
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:	Leslie	Surname:	Gregg	
Company name:	ASHLEIGH SIGNS LIMITED					
Street address:				Country Code	National Number	Extension Number
	MARSH STREET			Telephone number:	0113 2014130	
	ROTHWELL			Mobile number:		
Town/City	LEEDS			Fax number:		
County:	WEST YORKSHIRE			Email address:		
Country:	ENGLAND					
Postcode:	LS26 0AG			lgregg@ashleigh.co.uk		

3. Site Address Details

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

House:	<input type="text" value="152"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="FINCHLEY ROAD"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 5HS"/>		

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

Easting:	<input type="text" value="526254"/>
Northing:	<input type="text" value="184857"/>

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. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

4 No Internally illuminated signs
2 No Externally illuminated signs

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:

1 No Internally illuminated post sign (Item 01)
3 No Internally illuminated wall signs (Items 02,04,06)
2 No Externally illuminated signs (Items 03,05)

8. Advertisement Display

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).

Drawing 64163sheet 4 of 5

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

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

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:

2.438

x

Width:

1.911

x

Depth:

.610

metres

What materials will the sign be made of?

Aluminium/Acrylic/Steel

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

94

cm

The colour of text and background:

Blue/Green/White

Will the sign be illuminated?

☒ Yes

☐ No

Will the sign be illuminated internally or externally?

☒ Internally

☐ Externally

Illuminance Levels:

250

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)?

7.6

m

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

.254

m

What are the dimensions of the proposed advertisement?

Height:

7.493

x

Width:

1.245

x

Depth:

.254

metres

What materials will the sign be made of?

Aluminium/Flex face/Acrylic

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

124

cm

The colour of text and background:

Blue/Green/White

Will the sign be illuminated?

☒ Yes

☐ No

Will the sign be illuminated internally or externally?

☒ Internally

☐ Externally

Illuminance Levels:

250

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)?

2.4

m

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

.075

m

What are the dimensions of the proposed advertisement?

Height:

1.230

x

Width:

2.660

x

Depth:

.075

metres

What materials will the sign be made of?

Aluminium/Acrylic

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

66

cm

The colour of text and background:

Blue/Green/White/Silver

Will the sign be illuminated?

☒ Yes

☐ No

Will the sign be illuminated internally or externally?

☐ Internally

☒ Externally

Illuminance Levels:

200

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)?	<input type="text" value="2.7"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value=".254"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value=".900"/>	x Width: <input type="text" value="9.3"/>	x Depth: <input type="text" value=".254"/>	metres
What materials will the sign be made of?	<input type="text" value="Aluminium/Flex face/Acrylic"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="80"/>	cm		
The colour of text and background:	<input type="text" value="Blue/Green/White/Silver"/>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="250"/>	cd/m		
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static	<input type="radio"/> 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)?	<input type="text" value="0"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value=".050"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="2.620"/>	x Width: <input type="text" value="1.6"/>	x Depth: <input type="text" value=".050"/>	metres
What materials will the sign be made of?	<input type="text" value="Aluminium/Acrylic"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="45"/>	cm		
The colour of text and background:	<input type="text" value="Blue/Green/White/Silver"/>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input type="radio"/> Internally	<input checked="" type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="200"/>	cd/m		
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static	<input type="radio"/> 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)?	<input type="text" value="2.8"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="1.3"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value=".800"/>	x Width: <input type="text" value="1.2"/>	x Depth: <input type="text" value=".100"/>	metres
What materials will the sign be made of?	<input type="text" value="Aluminium/Acrylic"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="55"/>	cm		
The colour of text and background:	<input type="text" value="Blue/Green/White"/>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="250"/>	cd/m		
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static	<input type="radio"/> Intermittent		

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)	<input checked="" type="radio"/> The agent	
	<input type="radio"/> The applicant	
	<input type="radio"/> 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 30/03/2010