

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:	Ms	First name:	Charlotte	Surname:	Kaufling	
Company name	PETIT BATEAU UK					
Street address:	2nd floor			Country Code	National Number	Extension Number
	36-38 Mortimer St			Telephone number:		
				Mobile number:		
Town/City	London			Fax number:		
County:				Email address:		
Country:						
Postcode:	W1W 7RG					
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:	Ben	Surname:	Davidson	
Company name:	Build Team London Ltd					
Street address:	Ground Floor South			Country Code	National Number	Extension Number
	Staple Inn Buildings			Telephone number:	02070433551	
				Mobile number:		
Town/City	London			Fax number:		
County:				Email address:		
Country:						
Postcode:	WC1V 7PZ			ben.davidson@buildteam.com		

3. Site Address Details

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

House:	<input type="text" value="19"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="HAMPSTEAD HIGH STREET"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 1PX"/>		

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

Easting:	<input type="text" value="526550"/>
Northing:	<input type="text" value="185672"/>

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:	<input type="text" value="Mr"/>	First name:	<input type="text" value="Rob"/>	Surname:	<input type="text" value="Tulloch"/>
Reference:	<input type="text"/>				

Date (DD/MM/YYYY): (Must be pre-application submission)

Details of the pre-application advice received:

Conversation held with: Rob Tulloch at Camden Borough Council 15/10/2009
Listed Building: Yes
Adjacent to Listed Building: Not established
Building of Townscape Merit (BTM): N/A (Listed)
Conservation Area: Yes
Article 4 Direction: Yes
Planning Consent: Not required because the Article 4 Direction only requires a Planning Application to be made in the event of colour changes to brickwork. In this instance, it is proposed to re-paint the render in a colour to match the existing.
Advertising Consent: Required
Listed Building Consent: Required

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):

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

Fascia sign(s)	<input type="text" value="2"/>	Projecting or hanging sign(s)	<input type="text" value="1"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text" value="0"/>
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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).

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: 02/11/2009

To: 02/11/2014

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)?

3.4 m

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

0.1 m

What are the dimensions of the proposed advertisement?

Height: 0.25 x Width: 2 x Depth: 0.1 metres

What materials will the sign be made of?

Long fascia sign to Gayton Road 'Petit Bateau' to be Stainless Steel lettering with rear diode illumination

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

25 cm

The colour of text and background:

Stainless Steel lettering on off-white painted surface

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 400 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)?

3.4 m

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

0.1 m

What are the dimensions of the proposed advertisement?

Height: 0.25 x Width: 2 x Depth: 0.1 metres

What materials will the sign be made of?

Sign 'Petit Bateau' facing Hampstead High Street to be stainless steel lettering with rear diode illumination

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

25 cm

The colour of text and background:

Stainless Steel lettering on off-white painted render

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 400 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)?

3.2

m

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

0.66

m

What are the dimensions of the proposed advertisement?

Height:

0.6

 x Width:

0.6

 x Depth:

0.2

metres

What materials will the sign be made of?

Projecting sign (non illuminated) made from acrylic with a stainless steel perimeter band

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

7

cm

The colour of text and background:

Blue on opaque acrylic background

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

02/11/2009