

21 JAN 1988

CA 1

# London Borough of Camden

## Planning and Communications Department

Cheq 18 rec'd Jm

You are advised to read the accompanying notes before completing any part of this form.

**APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT****Town and Country Planning Act 1971**

The Town and Country Planning (Control of Advertisement) Regulations 1984

One completed copy of this form and three copies of the drawing specified overleaf (see note 3) should be sent to:-

The Director of Planning & Communications  
Camden Town; Argyle Street Entrance  
Euston Road, London, WC1H 8EQ.

CA 4101  
8880304  
28-1-88

LONDON BOROUGH OF CAMDEN	
PLANNING AND COMMUNICATIONS	
DEPARTMENT	
27 JAN 1988 (A.M.)	
RECEIVED	
ACK.	REF. TO:

**1. APPLICANT (Block capitals please)**

Full Name RUMBELOWS

Address TRINITY HOUSE, TRINITY LANE  
WALTHAM CROSS HERTFORDSHIRE  
Tel. No. 0992 31988

**2. AGENT (if any) (Block capitals please)**Full Name FORGE PLASTICS LTD,  
DUNSLOW ROAD,

Address CAYTON LOW ROAD INDUSTRIAL ESTATE  
SCARBOROUGH, Postcode NORTH YORKS  
Tel. No. 0723 582839

**3. Full postal address or location of the land on which the advertisement is to be displayed.**

RUMBELOWS,  
187 CAMDEN HIGH STREET,  
CAMDEN TOWN,  
LONDON NW1 7JY

**4. State the purpose for which the land or building is now used.**

RETAIL OUTLET

**5. (a) Has the applicant an interest in the land?**

YES/NOX

(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the advertisement been obtained? (see note 4)

YES/NO\*

**6. (a) State the nature of the advertisement (e.g. hoarding, shop sign, etc.).**

SHOP FASCIA

(b) Is the advertisement already being displayed?

YES/NO\*

**7. (a) Will the advertisement be illuminated?**

YES/NOX

(b) If yes state the type of illumination (e.g. internally, externally, floodlighting, etc.) INTERNAL FLUORESCENT

(c) Will the illumination be static or intermittent?

STATIC

**8. Period for which consent is sought (See Note 2).**

MAXIMUM

**9. Any additional information which you may wish to supply.**

DRAWING NO 304 PROPOSAL  
SEE PHOTOGRAPH OF TYPICAL RUMBELOWS  
SITE

\*Delete as appropriate

I enclose a cheque/postal order (made payable to the London Borough of Camden) for the appropriate fee (see note 6) of £ 18.00

Signed  A. CROSSLEY  
(applicant/agent)

Date 25/1/88

## NOTES

### GENERAL

1. Under the Town and Country Planning (Control of Advertisements) Regulations 1984, many outdoor advertisements require "express consent" from the local planning authority (usually the district council) before they can be lawfully displayed. Applicants should refer to the Regulations for details.

#### Period of Consent

2. Normally the maximum period for which the Council will grant consent is 5 years; but they have discretion to grant consent for a longer period. If consent is required for a specific period of more or less than 5 years, this requirement should be stated in reply to question 8 on the application form.

#### Drawings Required

3. The drawing of the proposed advertisement can be in black and white on paper. It should show the size of the advertisement and its position on the land or the building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. The drawing should include the site location plan, which need not be to scale but should have sufficient detail to enable the site to be identified.

#### Owner's Consent

4. It is a condition of every consent granted by or under the Regulations that, before displaying the advertisement for which consent is given, the permission of the owner of the land or other person entitled to grant permission shall be obtained.

#### Other Consents

5. A grant of consent under the Town and Country Planning (Control of Advertisements) Regulations 1984 does not rank as consent which may be required for any other purpose, eg. "listed building consent" where the advertisement is to be displayed on any listed building.

#### Fees for Advertisement Applications

6. Regulation 9 of the Town and Country Planning (Fees for Applications and Deemed Applications) Regulations 1983 requires a fee to be paid to the Council with the advertisement application. The fee is related to each site on which it is proposed to display one or more advertisements. The appropriate fee for the following categories of advertisement is:—

- |  |     |
|--|-----|
| (1) advertisement displayed on business premises                         | £12 |
| (2) advance signs, directing people to business premises in the locality | £12 |
| (3) all other types of advertisement                                     | £47 |