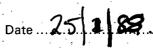
	21 JAN 1988
London Borough of Camden	
Planning and Communications Department	
	Cheqt 18 Recd FM
You are advised to read the accompanying notes before con	mpleting any part of this form
	DVERTISEMENTLONDON POTCUGH OF CAMDEN
Town and Country Planning Act 1971	DISTANCE STRATE
The Town and Country Planning (Control of Advertisement) Regulations 1984	HUI
Advertisement) Regulations 1984 One completed copy of this form and three copies of the drawing speci overleaf (see note 3) should be sent to:-	RECEIVED
The Director of Planning & Communications Camden Town; Argyle Street Entrance Euston Road, London, WC1H 8EQ.	8 - 1 - 08 ACK. REF. TO:
1. APPLICANT (Block capitals please)	2. AGENT (if any) (Block capitals please)
Full Name RUMBELOWS	Full Name FORGE PLASTICS LTD, DUNSLOW ROAD,
Address TRINITY HOUSE, TRINITY LANE	Address CAYTON LOW ROAD INDUSTRIAL ESTATE
WALTHAM CROSS PARAMA HERTFORDSHIRE	SCARBOROUGH, Postcode NORTH YORKS
Tel. No. 0992 31988	Tel. No. 0723 582839
3. Full postal address or location of the land on which the advertisement is to be displayed. RUMBELOWS ,	4. State the purpose for which the land or building is now used.
187 CAMDEN HIGH STREET,	RETAIL OUTLET
CAMDEN TOWN, LONDON NWI 7JY	
5. (a) Has the applicant an interest in the land?	6. (a) State the nature of the advertisement (e.g. hoarding,
YES/N&X	shop sign, etc.). SHOP FASCIA
(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the	(b) Is the advertisement already being displayed? YES/NO*
advertisement been obtained? (see note 4) YES/NO*	
7. (a) Will the advertisement be illuminated?	8. Period for which consent is sought (See Note 2).
YES/N X X	MAXIMUM
(b) If yes state the type of illumination (e.g. internally, externally, floodlighting, etc.) INTERNAL FLUORESCENT	9. Any additional information which you may wish to supply.
	DRAWING NO SECONDER ALLA
(c) Will the illumination be static of intermittent?	SEE PHOTOGRAPH OF TYPICAL RUMBELOWS SITE
STATIC	
	1. 「「「「「」」」」「「」」」「「」」」」」」」」」」」」」」」」」」」」」

*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 f_{--}^{--}

CROSSLEY Signed . (applicant/agent)



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
- (2) advance signs, directing people to business premises
- in the locality
- (3) all other types of advertisement