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Development Management  
Camden Town Hall Extension  
Argyle Street  
London WC1H 8EQ

## 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:	<input type="text"/>	First name:	<input type="text"/>	Surname:	<input type="text"/>						
Company name:	<input type="text" value="Tesco Stores Limited"/>										
Street address:	<input type="text" value="New Tesco House"/> <input type="text" value="Delamare Road"/>			Telephone number:	<table><tr><th>Country Code</th><th>National Number</th><th>Extension Number</th></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	Country Code	National Number	Extension Number	<input type="text"/>	<input type="text"/>	<input type="text"/>
Country Code	National Number	Extension Number									
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Town/City:	<input type="text" value="Cheshunt"/>			Mobile number:	<table><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	<input type="text"/>	<input type="text"/>	<input type="text"/>			
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County:	<input type="text" value="Herts"/>			Fax number:	<table><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	<input type="text"/>	<input type="text"/>	<input type="text"/>			
<input type="text"/>	<input type="text"/>	<input type="text"/>									
Country:	<input type="text" value="United Kingdom"/>			Email address:	<input type="text"/>						
Postcode:	<input type="text" value="EN8 9SL"/>										
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:	<input type="text" value="Mr"/>	First Name:	<input type="text" value="Neil"/>	Surname:	<input type="text" value="Ashenden"/>						
Company name:	<input type="text" value="Norden Draughting Limited"/>										
Street address:	<input type="text" value="Unit 37"/> <input type="text" value="33 Nobel Square"/>			Telephone number:	<table><tr><th>Country Code</th><th>National Number</th><th>Extension Number</th></tr><tr><td><input type="text" value="44"/></td><td><input type="text" value="07974116429"/></td><td><input type="text"/></td></tr></table>	Country Code	National Number	Extension Number	<input type="text" value="44"/>	<input type="text" value="07974116429"/>	<input type="text"/>
Country Code	National Number	Extension Number									
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Town/City:	<input type="text" value="Basildon"/>			Mobile number:	<table><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	<input type="text"/>	<input type="text"/>	<input type="text"/>			
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County:	<input type="text" value="Essex"/>			Fax number:	<table><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	<input type="text"/>	<input type="text"/>	<input type="text"/>			
<input type="text"/>	<input type="text"/>	<input type="text"/>									
Country:	<input type="text" value="United Kingdom"/>			Email address:	<input type="text" value="neil.ashenden@nordendraughting.com"/>						
Postcode:	<input type="text" value="ss13 1lt"/>										

### 3. Site Address Details

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

House:	<input type="text" value="199"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Tesco Express"/>		
Street address:	<input type="text" value="Kentish Town Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW5 2JU"/>		

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

Easting:	<input type="text" value="528936"/>
Northing:	<input type="text" value="184792"/>

Description:

Existing Tesco Express retail unit

### 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):

Rebranding of Tesco Express retail unit:

2 No. fascia  
1 projecting sign  
3 other 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:

- Free cash message vinyl with ATM surround  
- Easy vinyl applied internally  
- Fresh vinyl applied internally

### 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 elevations submitted:

5186 Kentish Town Express - Existing Elevation.pdf

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

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)?

3.740m

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

0.100m

What are the dimensions of the proposed advertisement?

Height:0.090x Width:9.090x Depth:0.100metres

What materials will the sign be made of?

Aluminium with woodtex trim. 100mm vinyl lettering applied to fascia

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

10.000cm

The colour of text and background:

see supporting drawing

Will the sign be illuminated?

☒ Yes☐ No

Will the sign be illuminated internally or externally?

☐ Internally☒ Externally

Illuminance Levels:

200.000cd/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)?

3.680m

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

0.100m

What are the dimensions of the proposed advertisement?

Height:1.020x Width:3.940x Depth:0.100metres

What materials will the sign be made of?

Aluminium with woodtex fascia. Pinned off internally illuminated perspex lettering

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

49.600cm

The colour of text and background:

see supporting drawing

Will the sign be illuminated?

☒ Yes☐ No

Will the sign be illuminated internally or externally?

☒ Internally☐ Externally

Illuminance Levels:

200.000cd/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)?

3.930m

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

0.800m

What are the dimensions of the proposed advertisement?

Height:0.650x Width:0.125x Depth:0.800metres

What materials will the sign be made of?

Aluminium with internally illuminated perspex lettering.

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

16.500cm

The colour of text and background:

see supporting drawing

Will the sign be illuminated?

☒ Yes☐ No

Will the sign be illuminated internally or externally?

☒ Internally☐ Externally

Illuminance Levels:

200.000cd/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="0.930"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.000"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="2.060"/>	x Width: <input type="text" value="0.950"/>	x Depth: <input type="text" value="0.000"/>	metres
What materials will the sign be made of?	<input type="text" value="Free cash message vinyl with ATM surround"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="9.600"/>	cm		
The colour of text and background:	<input type="text" value="see supporting drawing"/>			
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="200.000"/>	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="0.430"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.000"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="1.580"/>	x Width: <input type="text" value="3.420"/>	x Depth: <input type="text" value="0.000"/>	metres
What materials will the sign be made of?	<input type="text" value="Easy vinyl applied internally"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="25.000"/>	cm		
The colour of text and background:	<input type="text" value="see supporting drawing"/>			
Will the sign be illuminated?	<input type="radio"/> Yes	<input checked="" type="radio"/> 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)?	<input type="text" value="0.410"/>	m		
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.000"/>	m		
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="1.580"/>	x Width: <input type="text" value="2.540"/>	x Depth: <input type="text" value="0.000"/>	metres
What materials will the sign be made of?	<input type="text" value="Fresh vinyl applied internally"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="25.000"/>	cm		
The colour of text and background:	<input type="text" value="see supporting drawing"/>			
Will the sign be illuminated?	<input type="radio"/> Yes	<input checked="" type="radio"/> No		

### 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. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.	<input checked="" type="checkbox"/>	Date	<input type="text" value="19/06/2014"/>
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