

Email: planning@camden.gov.uk Phone: 020 7974 4444 Fax: 020 7974 1680

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: Mr	First name: Peter	Surname: Mar	า					
Company name	China House							
Street address:	51 Marchmont Street		Country Code	National Number	Extension Number			
		Telephone number:						
		Mobile number:						
Town/City County:	London	Fax number:						
Country:	United Kingdom	Email address:	L					
Postcode:	WC1N 1AP							
Are you an agent acting on behalf of the applicant?								
2. Agent Name	, Address and Contact Details							
Title: Mr	First Name: James	Surname: Lai						
Company name:	JLArchitecture							
Street address:	133		Country Code	National Number	Extension Number			
	Galdana Avenue	Telephone number:						
		Mobile number:						
Town/City	London	Fax number:						
County:	Hertfordshire							
Country:	United Kingdom	Email address:						
Postcode:	EN5 5LJ	jyc_lai@hotmail.com						

3. Site Address	Details						
Full postal address	of the site	(including f	ull postcode whe	ere available)	1	Description:	
House:	51		Suffix:				
House name:							
Street address:	Marchmo	ont Street					
Town/City:	London						
County:							
Postcode:	WC1N 1A	۱P					
Description of locat (must be complete							
Easting:	5	30147					
Northing:	1	82336					
	L						
4. Pre-applicat	ion Adv	ice					
Has assistance or p	ior advice	been soug	ht from the local	authority abo	out this application	on?	• Yes 🔿 No
If Yes, please comp	ete the fo	llowina info	rmation about t	ne advice vou	u were aiven (this	s will help the autho	rity to deal with this application more efficiently):
Officer name:		5		, , ,	5 (J
Title: Mr	First	name:	am			Surname:	Watts
Reference:		nning Offic				Junianie.	
						-)	
Date (DD/MM/YYY)	·	/08/2014		be pre-applic	cation submissio	ר)	
Details of the pre-a							
Planning officer cor	nfirmed pl	anning app	lication required	to install nev	v signage.		
5. Neighbour and Community Consultation Have you consulted your neighbours or the local community about the proposal? Yes No							
6. Authority Er	nployee	/Membe	r				
(b) an el (c) relate	mber of st ected mei ed to a me	aff	ber	Do any of the	se statements ap	ply to you?	◯ Yes ● No
7. Type of Prop	osed A	dvertiser	ment(s)				
Please describe the Name of Restauran				vith taoline '(Classic Cantonese	e Cuisines' along wit	h business phone number, with red rectangle with Chinese motif
How many of the fo				-		g	
Fascia sign(s)	1	Project	ing or hanging s	ign(s)	1	Hoarding(s)	0 Other 0
8. Location of	Adverti					L L	
Is the advertisemer	ıt(s) you aı	e applying	for already in pla	ce?	O Ye	s 🜔 No	
Is the advertisement(s) you are applying for already in place? <u>Yes</u> No Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? <u>Sec. No</u> <u>Not Applicable</u>							
If Yes to either or be	oth above,	please sho	w the existing sig	jn(s) on an el	evation drawing	or photograph and	state the references for the drawing(s) or photograph(s).
Please refer to attac	hed prese	ntation she	ets and drawing	s of the prope	osed signages.		
Will the proposed a						(Yes 💿 No
9. Advertiseme	ent(s) Pe	er10 0					
Please state the per	iod of tim	e for which	consent is sough	it for the adv	ertisement		
From: 13/10/2	2014		To: 13/1	0/2114			
*							

10. Interest in the Land						
Does the applicant own the land or buildings where the adverts are to be placed? • 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)? 2.520 m						
What is the maximum projection of the advertisement from face of building (in metres)?						
What are the dimensions of the proposed advertisement?Height:0.600xWidth:4.100xDepth:0.030metres						
What materials will the sign be made of?						
Flat Panels and frate cut letters. Tagline text 'Classic cantonese cuisine' and Business phone number not internally illuminated. Existing long external pelmet to be checked and relamped as required. Illuminance level as existing.						
What is the maximum height of any of the individual letters and symbols (in centimetres)? 1.000 cm						
The colour of text and background:						
Combination of white and red text with red and black background						
Will the sign be illuminated? Yes No						
Will the sign be illuminated internally or externally?						
Illuminance Levels: 500.000 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)? 2.365						
What is the maximum projection of the advertisement from face of building (in metres)? 0.950						
What are the dimensions of the proposed advertisement? Height: 0.590 X Width: 0.080 X Depth: 0.950 metres						
What materials will the sign be made of?						
Aluminium frame with coloured aluminium fascia tray with frate cut out acrylic letters. Illuminance level as existing.						
What is the maximum height of any of the individual letters and symbols (in centimetres)? 0.435						
The colour of text and background:						
White text with red and black background.						
Will the sign be illuminated?						
Will the sign be illuminated internally or externally?						
Illuminance Levels: 500.000 cd/m						
Will the illumination be static or intermittent? Static Intermittent 						
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. 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.						