

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Phone: 020 7974 4444  
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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:	Mrs	First name:	Jacqui	Surname:	Thomson	
Company name	RBS					
Street address:	PO BOX 1000, Second Floor			Country Code	National Number	Extension Number
	Business House D			Telephone number:		
	Gogarburn			Mobile number:		
Town/City	Edinburgh			Fax number:		
County:	Scotland			Email address:		
Country:	United Kingdom					
Postcode:	EH12 1HQ					
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:	Miss	First Name:	Laura	Surname:	Hayes	
Company name:	Styles and Wood Ltd					
Street address:	Aspect House			Country Code	National Number	Extension Number
	Manchester Road			Telephone number:	0161 926 6000	6191
	Timperley			Mobile number:		
Town/City	Altrincham			Fax number:		
County:	Cheshire East			Email address:		
Country:	United Kingdom					
Postcode:	WA14 5PG			rbsplanning@stylesandwood.co.uk		

### 3. Site Address Details

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

House:	<input type="text" value="74"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Natwest"/>		
Street address:	<input type="text" value="Kilburn High Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW6 4HS"/>		

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

Easting:	<input type="text" value="525372"/>
Northing:	<input type="text" value="183715"/>

Description:

### 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):

Installation of the following external shopfront signage after the removal of those insitu;  
3no. 515mm high NatWest fascia signs with 2no sets of 360mm high internally illuminated letters and chevron and 1no. 360mm high internally illuminated chevron  
2no. 600mm high NatWest internally illuminated projecting sign  
1no. reverse applied vinyl; entrance sign above entrance door  
Other permitted signage;  
3no. 245mm high non illuminated vinyl NatWest chevrons above existing ATM's  
1no. aluminium nameplate and opening hours sign

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:

1no. reverse applied vinyl; entrance sign above entrance door

### 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 elevation

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

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

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

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Aluminium panel fascia painted with high gloss purple. 1no. set of built up letters and chevron with purple returns internally illuminated with LED's with an opal acrylic translucent face. Lower red detail strip consisting of red acrylic with internal LED's.

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

The colour of text and background:

White text and a NatWest red coloured chevron on a NatWest high gloss purple background.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels:  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)?  m

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Aluminium panel fascia painted with high gloss purple. 1no. set of built up chevron with purple returns internally illuminated with LED's with an opal acrylic translucent face. Lower red detail strip consisting of red acrylic with internal LED's.

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

The colour of text and background:

Red chevron on a high gloss NatWest purple background.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

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

The colour of text and background:

White text and a NatWest red coloured chevron on a NatWest high gloss purple background.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels:  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)?

4.916

m

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

0.803

m

What are the dimensions of the proposed advertisement?

Height: 

0.600

 x Width: 

0.054

 x Depth: 

0.803

metres

What materials will the sign be made of?

Aluminium frame and light channels finished in NatWest high gloss purple. This has a 6mm ion toughened glass face having the NatWest colours and chevron screen printed to the rear. This is internally illuminated around the edges by red LED's held in an aluminium light channel.

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

41.700

cm

The colour of text and background:

Red chevron on a high gloss NatWest purple background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

200.000

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)?

3.950

m

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

0.803

m

What are the dimensions of the proposed advertisement?

Height: 

0.600

 x Width: 

0.054

 x Depth: 

0.803

metres

What materials will the sign be made of?

Aluminium frame and light channels finished in NatWest high gloss purple. This has a 6mm ion toughened glass face having the NatWest colours and chevron screen printed to the rear. This is internally illuminated around the edges by red LED's held in an aluminium light channel.

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

41.700

cm

The colour of text and background:

Red chevron on a high gloss NatWest purple background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

200.000

cd/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)?

3.050

m

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

0.001

m

What are the dimensions of the proposed advertisement?

Height: 

1.093

 x Width: 

0.800

 x Depth: 

0.001

metres

What materials will the sign be made of?

Reverse applied vinyl NatWest purple entrance sign, applied externally to the head of shopfront entrance door.

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

10.400

cm

The colour of text and background:

White text and a NatWest red coloured chevron on a NatWest high gloss purple 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. 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.



Date

13/10/2014