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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:	Miss	First name:	Lizzie	Surname:	Miller
Company name	Bay Media Ltd				
Street address:	19 Deane House Studios			Country Code	National Number
	Greenwood Place			Telephone number:	Extension Number
Town/City	Kentish Town, London			Mobile number:	
County:				Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	NW5 1LB				
Are you an agent acting on behalf of the applicant?				<input type="radio"/> Yes <input checked="" type="radio"/> No	

### 2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

### 3. Site Address Details

Full postal address of the site (including full postcode where available)		Description:		
House:	40		Suffix:	
House name:				
Street address:	Parkway			
Town/City:	London			
County:				
Postcode:	NW1 7AH			
Description of location or a grid reference (must be completed if postcode is not known):				
Easting:	528777			
Northing:	183788			

#### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?  Yes  No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:  First name:  Surname:

Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

Parkway- 10 x banners  
There are at least 6 or more existing banners located along Parkway advertising London Zoo, outside of nos. 28, 37, 52, 82, 81, and 110-112 Parkway. In this regard it is considered that additional banners should not be located along this part of Parkway in order to avoid a proliferation of banners along the street. A limited number of additional banners may be considered appropriate, however, their exact locations should be discussed with the Council prior to any application being submitted.  
You are also advised that banners should not be erected outside of nos. 57, and 85 Parkway which are grade II listed buildings where the Council would seek to preserve their setting.

#### 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):

2.2m x 0.785m PVC banners, retro-fitted to lamppost columns using Bay Media's patented Storm Spill bracket system.  
The application is for 13 banners to be installed on requested sites.  
7 of these sites already have banner in place [advertising London Zoo]. We are seeking consent to display these, and an additional 6 sites which will be sold commercially.  
The banners will form part of a commercial scheme within the borough, whereby advertising space is sold with a proportion of the revenue going to Camden Council.

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:

Application is for 13 banners - all of equal size.  
7 of these sites already have banner in place [advertising London Zoo].  
The exact type of advertisement will only be know once sold, but all advertisements displayed will adhere to the advertising restrictions, pursuant to the Advertising Standards Authority code.

#### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?  Yes  No

If Yes, please provide details:

7 of the 13 sites we are applying for advertising consent on do have banner in place, promoting London Zoo.  
We are seeking approval on these sites, as well as the additional 6 sites - which will be sold commercially as part of this scheme.

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).

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 (d). Details of Proposed Advertisement(s) - Other 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?

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

cm

The colour of text and 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