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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		Telephone number:	Country Code	National Number	Extension Number
	Greenwood Place					
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)

House:	307	Suffix:	
House name:			
Street address:	Kentish Town Road		
Town/City:	London		
County:			
Postcode:	NW5 2TJ		
Description of location or a grid reference (must be completed if postcode is not known):			
Easting:	528979		
Northing:	185053		

Description:

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:

The initial application was for 35 banners. Following feedback below this reduced to 22 as per this application.

Kentish Town Road 35 x banners:

There is a lot of street clutter (e.g., road speed banner, bus-stop signs, projecting signs and canopies) on the block of buildings located between Church Avenue and Kelly Street (nos. 163-179 Kentish Town Road-west side) and if at all possible no banners should be erected here given that it would exacerbate the existing situation and result in a proliferation of signs and street furniture at this point.

Due regard needs to be taken to lamppost located near the grade II listed St Andrews Church located at the Junction of Bartholomew Road and Kentish Town Road (east side) in order to preserve its setting. Banners should also not be located outside of the Forum located on the west side of Kentish Town Road and the group of four buildings adjoining the Forum in order to protect the setting of these grade II listed buildings. You should also avoid erecting banners on lamppost outside nos. 304, 292-294 Kentish Town Road (east side) and nos. 389, 28, 213-215 Kentish Town Road (west side), and 281 Kentish Town Road (west side) in order to preserve the setting of these listed buildings.

The southern end of Kentish Town Road on the east side of the road lies within the Jeffrey Street Conservation area and contains a terrace of listed buildings. The map submitted indicates that no banners are proposed to be erected in this location which is welcomed.

It has been confirmed that banner nos. 3, 5, 8, 13, 25, 26, 27, 33, 36, 46, 48, 49 & 50 are likely to block views from the Council's CCTV cameras, as such alternative locations for these banners need to be sought. In order to ensure that alternative locations do not result in banners blocking views of CCTV cameras, it may be beneficial for you to liaise with Deborah Pyne (CCTV Services Manager) prior to agreeing any new location. She can be contacted on 020 7974 1718 or at Deborah.pyne@camden.gov.uk

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 22 banners to be installed on requested sites.

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 22 banners - all of equal size.

The exact type of advertisement will only be known 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

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

Yes No Not Applicable

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