

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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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:	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 15%;">Country Code</th> <th style="width: 45%;">National Number</th> <th style="width: 40%;">Extension Number</th> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	Country Code	National Number	Extension Number			
Country Code	National Number	Extension Number									
	Greenwood Place			Mobile number:	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>						
Town/City	Kentish Town, London			Fax number:	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>						
County:				Email address:	<input style="width: 100%;" type="text"/>						
Country:	United Kingdom										
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

<p>Full postal address of the site (including full postcode where available)</p> <p>House: <input style="width: 80px;" type="text" value="151"/> Suffix: <input style="width: 60px;" type="text"/></p> <p>House name: <input style="width: 100%;" type="text" value="Idemitsu International Europe Ltd"/></p> <p>Street address: <input style="width: 100%;" type="text" value="Shaftesbury Avenue"/></p> <p>Town/City: <input style="width: 100%;" type="text" value="London"/></p> <p>County: <input style="width: 100%;" type="text"/></p> <p>Postcode: <input style="width: 120px;" type="text" value="WC2H 8AL"/></p> <p>Description of location or a grid reference (must be completed if postcode is not known):</p> <p>Easting: <input style="width: 150px;" type="text" value="530010"/></p> <p>Northing: <input style="width: 150px;" type="text" value="181188"/></p>	<p>Description:</p> <div style="border: 1px solid black; height: 200px; width: 100%;"></div>
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#### 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:

Shaftesbury Avenue:  
The site lies within the Seven Dials/Covent Garden Conservation Area. No issues are raised in terms of the proposed locations of the banners.

#### 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 10 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 10 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