

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

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)			Description:	
House:	10	Suffix:		A
House name:	D Jarvis			
Street address:	Greville Street			
Town/City:	London			
County:				
Postcode:	EC1N 8SB			
Description of location or a grid reference (must be completed if postcode is not known):				
Easting:	531391			
Northing:	181743			

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:

Greville Street:
Greville Street lies within the Hatton Garden Conservation Area. There are grade II listed buildings at nos. 10-11 Greville Street and therefore you should avoid erecting any banners adjacent to these buildings in order to preserve their setting. You should also avoid erecting banners adjacent to the large building located on the junction of Greville Street and Farringdon Road (27-28 Farringdon Road). Should you require alternative

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):

1.4m x 0.4m PVC banners, retro-fitted to lamppost columns using Bay Media's patented Storm Spill bracket system.
The application is for 4 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 4 banners - all of equal size.
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

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