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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:	Mr	First name:	Paul	Surname:	Cons		
Company name:	Konditor and Cook						
Street address:	1 Vicarage Lane			Country Code	National Number	Extension Number	
				Telephone number:			
				Mobile number:			
Town/City	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	E154HF						
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:	Mr	First Name:	Sean	Surname:	Revell		
Company name:	Small Back Room						
Street address:	5 Wootton Street			Country Code	National Number	Extension Number	
				Telephone number:	02079027600		
				Mobile number:			
Town/City	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	SE18TG			s.revell@smallbackroom.co.uk			

3. Site Address Details

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

House:	<input type="text" value="39"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Goodge Street"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="W1T 2PX"/>		

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

Easting:	<input type="text" value="529473"/>
Northing:	<input type="text" value="181699"/>

Description:

This application is for a new fascia sign and projecting sign to the retail premises at 39 Goodge Street W1T 2PX
There is an exiting fascia sign at the property composed of pin mounted plastic letters lit from the front via fascia mounted wall-wash light fittings on extended stems. It has a brown painted backboard.
The fascia will be retained with all other fittings and sign elements removed and the existing backboard made good.
Both of the new signs will be within the bounds of the existing fascia and be of a similar type to both the existing sign and others in the street.
The fascia sign itself will consist of stainless steel cut-out letters with a maximum cap height of 300mm, pin mounted to the re-decorated fascia (to match RAL 4004 dark purple) and lit from the front by a projecting lighting trough. The source of the lighting will be LED.
The projecting sign will also be illuminated from external LED trough fittings.

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):

typical single unit shop fascia and projecting sign displaying the name of the business. Both illuminated via LED trough lights immediately above the cut-out letters of the sign

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

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).

See accompanying drawing No 15929_GA04

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

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

2.700 m

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

0.030 m

What are the dimensions of the proposed advertisement?

Height: 0.850 x Width: 5.200 x Depth: 0.030 metres

What materials will the sign be made of?

stainless steel pin mounted cut out letters with with 10mm return per letter

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

30.000 cm

The colour of text and background:

Polished Stainless steel on purple Ral 4004 painted timber background

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels: 267.000 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)?

2.900 m

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

0.550 m

What are the dimensions of the proposed advertisement?

Height: 0.530 x Width: 0.530 x Depth: 0.060 metres

What materials will the sign be made of?

Aluminium powder coated to match Ral 4004

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

35.000 cm

The colour of text and background:

Polished stainless steel letters on purple powder coated background to match Ral 4004

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels: 267.000 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

25/11/2014