

Email: [planning@camden.gov.uk](mailto: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:	Ms	First name:	Lynne	Surname:	Caffrey	
Company name:	Starbucks Coffee Company					
Street address:	Building 4			Country Code	National Number	Extension Number
	Chiswick Park			Telephone number:		
	566 Chiswick High Road			Mobile number:		
Town/City	London			Fax number:		
County:				Email address:		
Country:	United Kingdom					
Postcode:	W45YE					
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:	Abbey	Surname:	Kelsey	
Company name:	Evolve RPS Limited					
Street address:	The Coach House			Country Code	National Number	Extension Number
	The Grange Business Park			Telephone number:	01934 875110	
	Hewish			Mobile number:		
Town/City	Bristol			Fax number:		
County:	Bristol, City of			Email address:		
Country:	United Kingdom					
Postcode:	BS24 6RR			ak@evolve-rps.co.uk		

### 3. Site Address Details

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

House:	<input type="text" value="5"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="South End Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="NW3 2PT"/>		

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

Easting:	<input type="text" value="527259"/>
Northing:	<input type="text" value="185526"/>

Description:

### 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):

1 x New hand painted white word mark 'Starbucks Coffee' on the main fascia of the shop front, externally illuminated by the existing trough light.  
1 x New hand painted white word mark 'Est. 1971' non-illuminated.  
1 x New hand painted white word mark '5-7 Southend Road' non-illuminated.  
1 x Changing of the existing blade sign to the new Starbucks logo, externally illuminated by the existing trough lights.  
1 x Existing internal roundel sign relocated - internally illuminated.

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:

Existing internal roundel sign relocated with new Starbucks logo.

### 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).

Please refer to the existing elevation and site photographs (drawing no. SU-2001.)

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

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

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

3.441

m

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

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

1.400

 x Width: 

5.550

 x Depth: 

0.000

 metres

What materials will the sign be made of?

Existing timber fascia with hand painted word mark.

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

25.000

cm

The colour of text and background:

Dark Grey background/white text

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels:

200.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

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

3.379

m

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

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.890

 x Width: 

5.660

 x Depth: 

0.000

 metres

What materials will the sign be made of?

Existing timber fascia with hand painted word mark.

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

9.000

cm

The colour of text and background:

Dark Grey background/white text

Will the sign be illuminated?

☐ Yes ☒ No

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

2.307

m

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

0.826

m

What are the dimensions of the proposed advertisement?

Height: 

0.610

 x Width: 

0.610

 x Depth: 

0.060

 metres

What materials will the sign be made of?

Acrylic with Vinyl face and metal bracket

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

61.000

cm

The colour of text and background:

Green and white

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels:

200.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

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

1.196 m

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

0.000 m

What are the dimensions of the proposed advertisement?

Height:

0.610

x

Width:

0.610

x

Depth:

0.800

metres

What materials will the sign be made of?

Acrylic with Vinyl face and metal bracket

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

0.610 cm

The colour of text and background:

Green and white

Will the sign be illuminated?

☒

Yes

☐

No

Will the sign be illuminated internally or externally?

☒

Internally

☐

Externally

Illuminance Levels:

200.000

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

03/12/2014