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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:	<input type="text" value="Mr"/>	First name:	<input type="text" value="Mark"/>	Surname:	<input type="text" value="Hollington"/>		
Company name:	<input type="text" value="Newman Displays"/>						
Street address:	<input type="text" value="112 Charing Cross Rd"/>			Country Code	National Number	Extension Number	
	<input type="text"/>			Telephone number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>			Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City:	<input type="text" value="London"/>			Fax number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
County:	<input type="text"/>			Email address:	<input type="text"/>		
Country:	<input type="text" value="United Kingdom"/>						
Postcode:	<input type="text" value="WC2H 0JP"/>						
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:	<input type="text" value="Mr"/>	First Name:	<input type="text" value="David"/>	Surname:	<input type="text" value="Shuttleworth"/>		
Company name:	<input type="text" value="MJC Consulting Engineers"/>						
Street address:	<input type="text" value="204 Bolton Road"/>			Country Code	National Number	Extension Number	
	<input type="text" value="Worsley"/>			Telephone number:	<input type="text" value="0161 790 4404"/>	<input type="text"/>	<input type="text"/>
	<input type="text" value="Walkden"/>			Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City:	<input type="text" value="Manchester"/>			Fax number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
County:	<input type="text" value="Greater Manchester (Met County)"/>			Email address:	<input type="text" value="dave.shuttleworth@mjconsult.co.uk"/>		
Country:	<input type="text" value="United Kingdom"/>						
Postcode:	<input type="text" value="M28 3BN"/>						

### 3. Site Address Details

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

House:	<input type="text" value="112"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Phoenix Theatre"/>		
Street address:	<input type="text" value="Charing Cross Road"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="WC2H 0JP"/>		

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

Easting:	<input type="text" value="529885"/>
Northing:	<input type="text" value="181169"/>

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):

Consists of show signage to the rotunda elevation with hanging fairy lights behind and to the underside of the canopy. New show inserts into the Charing Cross Rd/ Phoenix St canopy and hanging fairy lights to the underside of the canopy. New large banner sign to the corner elevation. Festoon lighting and decorative garland between the buildings on Phoenix St. New graphic panel and show signage to Phoenix St entrance, with fairy lights hung in front of the windows and to the underside of the canopy.

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

Fascia sign(s)	<input type="text" value="4"/>	Projecting or hanging sign(s)	<input type="text" value="7"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text" value="0"/>
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### 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).

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:	<input type="text" value="06/04/2015"/>	To:	<input type="text" value="06/10/2015"/>
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### 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)?

4.800 m

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

0.100 m

What are the dimensions of the proposed advertisement?

Height: 2.600 x Width: 3.800 x Depth: 0.100 metres

What materials will the sign be made of?

Flat cut aluminium letters, 5mm thick, with neon lights around the perimeter of each letter.

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

150.000 cm

The colour of text and background:

White lettering with blue neon lights around the perimeter.

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 100.000 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)?

3.100 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: 0.600 x Width: 35.000 x Depth: 0.010 metres

What materials will the sign be made of?

Clear perspex inserts with show related text to the existing canopy front

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

37.500 cm

The colour of text and background:

White text with blue finish around the perimeter of each letter. Existing orange background to canopy to be maintained.

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)?

4.800 m

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

0.005 m

What are the dimensions of the proposed advertisement?

Height: 4.600 x Width: 1.350 x Depth: 0.005 metres

What materials will the sign be made of?

PVC banner

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

40.000 cm

The colour of text and background:

White lettering with blue around the perimeter of each letter on an orange back ground with visual above. (ball shaped tear through banner)

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 100.000 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)?

3.675 m

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

0.250 m

What are the dimensions of the proposed advertisement?

Height: 1.500 x Width: 3.550 x Depth: 0.250 metres

What materials will the sign be made of?

Flat cut aluminium lettering, 5mm thick with moulded plastic football graphic.

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

60.000 cm

The colour of text and background:

White text with blue around the perimeter of each letter on an off-white background

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 100.000 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)?

3.900 m

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

0.001 m

What are the dimensions of the proposed advertisement?

Height: 5.250 x Width: 5.250 x Depth: 0.001 metres

What materials will the sign be made of?

LED string fairy curtain lights

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

0.000 cm

The colour of text and background:

Warm White

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 50.000 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)?

2.300 m

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

2.500 m

What are the dimensions of the proposed advertisement?

Height: 0.500 x Width: 9.300 x Depth: 0.001 metres

What materials will the sign be made of?

LED string fairy curtain lights

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

0.000 cm

The colour of text and background:

Warm White

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 50.000 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)?

2.800 m

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

2.000 m

What are the dimensions of the proposed advertisement?

Height:

0.500

x

Width:

35.000

x

Depth:

0.001

metres

What materials will the sign be made of?

LED string fairy curtain lights

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

0.000 cm

The colour of text and background:

Warm White

Will the sign be illuminated?

Yes

No

Will the sign be illuminated internally or externally?

Internally

Externally

Illuminance Levels:

50.000

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)?

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

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)?

The colour of text and background:

Will the sign be illuminated?

Yes

No

Will the sign be illuminated internally or externally?

Internally

Externally

Illuminance Levels:

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)?

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

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)?

The colour of text and background:

Will the sign be illuminated?

Yes

No

Will the sign be illuminated internally or externally?

Internally

Externally

Illuminance Levels:

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)?

 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

Will the sign be illuminated internally or externally?

Internally

Externally

Illuminance Levels:

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)?

 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

Will the sign be illuminated internally or externally?

Internally

Externally

Illuminance Levels:

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

04/03/2015