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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:	Tanner		
Company name:	TANNER AUTOMOTIVE LIMITED						
Street address:	277 Finchley Road			Country Code	National Number	Extension Number	
				Telephone number:			
				Mobile number:			
Town/City	London			Fax number:			
County:	London			Email address:			
Country:	United Kingdom						
Postcode:	NW3 6LT						
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:	Ken	Surname:	Fong		
Company name:	CLOVEMead LIMITED						
Street address:	Chapman House			Country Code	National Number	Extension Number	
	Chester Road			Telephone number:	44	1925 247 771	
				Mobile number:			
Town/City	Warrington			Fax number:			
County:	Cheshire			Email address:			
Country:	United Kingdom						
Postcode:	WA4 6AR				ken.fong@clovemead.co.uk		

3. Site Address Details

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

House:	<input type="text" value="277"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="VOLKSWAGEN ALAN DAY"/>		
Street address:	<input type="text" value="Finchley Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="NW3 6LT"/>		

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

Easting:	<input type="text" value="525774"/>
Northing:	<input type="text" value="184721"/>

Description:

Volkswagen car dealership trades under company registration number - 5857937.

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):

2 x illuminated free standing signs;
5 x illuminated fascia sign, etc.

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:

Signs A & G - illuminated free standing signs;
Signs B, C, D, E & F - illuminated fascia signs, etc.

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 details described in the Clovemead Planning Pack attached with this application.

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)?

4.800

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:

0.800

 x Width:

7.200

 x Depth:

0.250

 metres

What materials will the sign be made of?

Sign B - Signal white (RAL9003) aluminium powder coated tray with internal illumination on the outline of black letters.

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

41.700

cm

The colour of text and background:

White coloured background. Black text.

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

260.000

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)?

5.800

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:

0.800

 x Width:

7.200

 x Depth:

0.250

 metres

What materials will the sign be made of?

Sign C - Signal white (RAL9003) aluminium powder coated tray with internal illumination on the outline of black letters.

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

41.700

cm

The colour of text and background:

White coloured background. Black text.

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

41.700

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)?

6.700

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:

1.142

 x Width:

1.462

 x Depth:

0.120

 metres

What materials will the sign be made of?

Sign D - Aluminium silver (RAL9006) powder coated tray with internal illumination on the VW logo and the outline of black letters.

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

66.000

cm

The colour of text and background:

Grey coloured background. Black text.

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

260.000

cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

Ref: 12: 6099 Planning Portal Reference: 004278646

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

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

5.800

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:

1.150

 x Width:

1.150

 x Depth:

0.279

 metres

What materials will the sign be made of?

Sign E - Acrylic moulded Volkswagen logo.

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

115.000

cm

The colour of text and background:

Blue, White & Silver. No text.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

300.000

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)?

5.800

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:

1.150

 x Width:

1.150

 x Depth:

0.279

 metres

What materials will the sign be made of?

Sign F - Acrylic moulded Volkswagen logo.

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

115.000

cm

The colour of text and background:

Blue, White & Silver. No text.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

300.000

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)?

0.000

m

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

0.800

m

What are the dimensions of the proposed advertisement?

Height:

4.800

 x Width:

7.260

 x Depth:

0.560

 metres

What materials will the sign be made of?

Sign A - Signal white (RAL9003) aluminium powder coated panels; Acrylic moulded Volkswagen logo; structured by galvanised steel frame.

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

115.000

cm

The colour of text and background:

White coloured background. No text.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

300.000

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)?

0.000 m

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

20.000 m

What are the dimensions of the proposed advertisement?

Height:

4.500

x

Width:

1.624

x

Depth:

0.568

metres

What materials will the sign be made of?

Sign G - Matt metallic grey (RAL9006) aluminium powder coated panels; plastic blue stripes on left and right edges of both sides; acrylic moulded Volkswagen logo; structured by galvanised steel frame.

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

115.000 cm

The colour of text and background:

Matt grey coloured background. No text.

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

300.000

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

16/06/2015