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Development Management
 Regeneration and Planning
 London Borough of Camden
 Judd Street
 London WC1H 8ND

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="Nallanathan"/>	Surname:	<input type="text" value="Muhunthakumar"/>
Company name:	<input type="text" value="Kensington Dry Cleaners (UK) Ltd"/>				
Street address:	<input type="text" value="169, West End Lane"/>		Telephone number:	<input type="text"/>	<input type="text"/>
	<input type="text"/>		Mobile number:	<input type="text"/>	<input type="text"/>
Town/City:	<input type="text" value="London"/>		Fax number:	<input type="text"/>	<input type="text"/>
County:	<input type="text" value="London"/>		Email address:	<input type="text"/>	
Country:	<input type="text" value="United Kingdom"/>				
Postcode:	<input type="text" value="NW6 2LH"/>				
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

<p>Full postal address of the site (including full postcode where available)</p> <p>House: <input type="text" value="169"/> Suffix: <input type="text"/></p> <p>House name: <input type="text"/></p> <p>Street address: <input type="text" value="West End Lane"/></p> <p><input type="text"/></p> <p>Town/City: <input type="text" value="London"/></p> <p>County: <input type="text" value="Camden"/></p> <p>Postcode: <input type="text" value="NW6 2LH"/></p> <p>Description of location or a grid reference (must be completed if postcode is not known):</p> <p>Easting: <input type="text" value="525504"/></p> <p>Northing: <input type="text" value="184580"/></p>	<p>Description:</p> <div style="border: 1px solid black; height: 200px; width: 100%;"></div>
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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:

We were advised that our shop at 169 West End Lane lies within the South Hampstead Conservation Area. As such a new internally illuminated fascia sign on the building would require advertisement consent.

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):

Seeking advertising consent to replace the three existing fascia signs, displaying the shop's name, with similar sized, internally illuminated fascia signs. One sign board each for each side and a small one in the middle as previously.

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

If Yes, please provide details:

The fascia signs are already in place. However, following the redesign of the company's name and logo, we would like to implement the visual changeover in our shops.

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).

We seek advertising consent to replace the three existing fascia signs displaying the shop's name in full on two name boards on both sides of the shop and a much smaller one in the middle displaying abbreviated name of the shop. Please see the attached diagrams for details. The signboards are to be illuminated internally. I have attached the diagrams to show the design and size of the name boards.

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

If No, why has permission not been obtained?

Fascia signs for the shop already exist, displaying the name of Kensington Dry Cleaners. The new fascia signs, which will replace the existing ones, will display the same name, of the same size, but of a better design and attractiveness. No other changes will happen, so permission is deemed unnecessary as per the lease.

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

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

2.850 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: 0.865 x Width: 3.690 x Depth: 0.003 metres

What materials will the sign be made of?

The sign will be made of 2 mm pre-coated aluminium composite panel with fret cut letters backed by 3 mm opal/yellow acrylic, as per the design.

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

72.500 cm

The colour of text and background:

The background is dark blue and the colours of the text are yellow and white. Please check the diagram provided for a clearer visual.

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: 36.830 cd/m

Will the illumination be static or intermittent? Static Intermittent

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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

25/06/2015