

Email: planning@camden.gov.uk

Phone: 020 7974 4444 020 7974 1680 Fax:

**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 N	lame, Address and Contact Details					
Title: Ms	First name: Lizzie Surname: Miller					
Company name	Bay Media Ltd					
Street address:	19 Deane House Studios		Country Code	National Number	Extension Number	
	Greenwood Place	Telephone number:	020	8343	2525	
		Mobile number:				
Town/City County:	London	Fax number:				
County:	United Kingdom	Email address:				
Postcode:	NW5 1LB		lizzie.miller@baymedia.co.uk			
	ou an agent acting on behalf of the applicant?  Yes  No					
3. Site Address Full postal address House: House name:	ss <b>Details</b> s of the site (including full postcode where available)  29  Suffix:	Description:				
Street address:	Bloomsbury Way					
Town/City:	London					
County:	Camden					
Postcode:	WC1A 2SN					
Description of loca (must be complete	ation or a grid reference ed if postcode is not known):					
Easting:	530282					
Northing:	181566					

4. Pre-application Advice						
Has assistance or prior advice been sought from the local authority about this application?  (Fig. 1) Yes (Fig. 1) 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: Ms First name: Angela Surname: Ryan						
Reference: 2014/5331/PRE						
Date (DD/MM/YYYY): 15/10/2014 (Must be pre-application submission)						
Details of the pre-application advice received:						
Bloomsbury Way: The banner adjacent/outside of St George's Church should be removed as the banner is considered to harm the setting of this grade I listed church. Also the banner located adjacent to no. 5 Bloomsbury Square (which is located opposite the side elevation of the building on Bloomsbury Way) should be removed as this too affects the setting of this grade II listed building. All other locations along Bloomsbury Way are considered to be appropriate						
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):						
PVC Lamppost Banners to be used for local advertising, in conjunction with Camden Councils as part of a revenue generation scheme.						
How many of the following type of advertisements are you applying for?						
Fascia sign(s) 0 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 1						
Please describe:  When the same size and format.						
8. Location of Advertisement(s)						
Is the advertisement(s) you are applying for already in place? Yes No						
If Yes, please provide details:						
Some sites are currently being used by the local Business Improvement District, whereas other sites have never been used.  We have agreed with them to remove thier banners in line with this new scheme.						
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).						
The banners which are currently up will be replaced by other [same size/format] advertisements as and when sold						
Will the proposed advertisement(s) project over a footpath or other public highway?						
9. Advertisement(s) Period						
Please state the period of time for which consent is sought for the advertisement						
From: 01/03/2015 To: 01/03/2020						
10. Interest in the Land						
Does the applicant own the land or buildings where the actual of						
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						

11 (d). Details of Proposed Advertisement(s) - Other 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)?	0.785	] ]m						
	0.703	]'''						
What are the dimensions of the proposed advertisement? Height: 2.200 x Width:	0.785 x	Depth:	0.000 metres					
What materials will the sign be made of?								
PVC								
What is the maximum height of any of the individual letters and symbols (in centimetres)?	30.000	cm						
The colour of text and background:								
Various								
Will the sign be illuminated? Yes   No								
40 62-10-9								
12. Site Visit								
Can the site be seen from a public road, public footpath, bridleway or other public land?								
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  Other person								
The agent Other person								
13. Declaration								
10. Decidiation								
I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/dra	awings 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								
5 5 Senies Spanishous and personally giving them.		⊠ Da	12/02/2015					