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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 N	Name, A	ddress a	nd Contact De	etails					
Title: Miss	Fire	st name:	Lizzie		Surname:	Mille	er		
Company name	Bay Me	dia Ltd							
Street address:	19 Dear	ne House St	udios				Country Code	National Number	Extension Number
	Greenw	ood Place			Telephone numb	er:			
					Mobile number:				
Town/City	London	1			Fax number:				
County:					rax number:				
Country:	United	Kingdom			Email address:				
Postcode:	NW5 1L	.B							
3. Site Address Full postal address	ss Detail	s	g full postcode who	ere available)	Description:				
House:	129		Suffix:						
House name:									
Street address:	Kingswa	ay							
Town/City:	London	1							
County:	Camdei	Camden							
Postcode:	WC2B 6	NH							
Description of loc (must be complet	cation or a g	grid referen code is not k	ice known):						
Easting: 530494									
Northing: 18		181507							

1. Dro application Advice									
 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: Mr First name: Matthias Surname: Gentet									
Reference:									
Date (DD/MM/YYYY): 25/11/2015 (Must be pre-application submission)									
Details of the pre-application advice received:									
Advised to submit application based on recent site visit									
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):									
2.2m x 0.785m PVC banners, retro-fitted to lamppost columns using Bay Media's patented Storm Spill bracket system. The application is for 13 banners to be installed on requested sites. The banners will form part of a commercial scheme within the borough, whereby advertising space is sold, with a proportion of the revenue going to Camden Council									
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: Application is for 13 banners - all of equal size. The exact type of advertisement will only be know once sold, but all advertisements displayed will adhere to the advertising restrictions, pursuant to the Advertising Standards Authority code									
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?									
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: 01/01/2016 To: 01/01/2021									
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									

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						
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								
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/drav additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accura								
opinions given are the genuine opinions of the person(s) giving them.		\boxtimes	Date 04/12/2015					