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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: Miss	Fir	st name:	Lizzie				S	urname:	Mille	r			
Company name	Bay Me	dia Ltd]						
Street address:	19 Dea	ne House St	udios							Country Code	Nationa Numbe		xtension lumber
	Greenv	vood Place					Telepho	one numbe	er:				
							Mobile	number:					
Town/City	Kentish	Kentish Town, London] J. Foy pur	mb or.			1		
County:							Fax nur	nber:] [
Country:	United	Kingdom					Email a	ddress:					
Postcode:	NW5 1I	_B					· [
Are you an agent	acting on	behalf of th	e applic	ant?		Yes	● No						
2. Agent Nam	e, Addr	ess and (Contac	t Details									
No Agent details v	vere subn	nitted for th	is applic	ation									
3. Site Addres	s Detai	ls											
Full postal address	s of the sit	te (includino	g full pos	tcode where	available)		Descrip	tion:					
House:	166			Suffix:	А								
House name:													
Street address:	Shaftes	bury Avenu	e										
Town/City:	Londor	า											
County:	Camde	Camden											
Postcode:	WC2H 8JB												
Description of loca (must be complete	ation or a ed if posto	grid referer code is not l	ice known):										
Easting: 530032													
Northing: 181135				Ī									

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 following a site visit to determine the suitability of the specified sites							
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 11 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 11 happers, all of equal size.							
Application is for 11 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? Yes No Not Applicable							
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: 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)?									
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									
40.5.1.11									
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 04/12/2015									