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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	lame, Address and Contact Details				
Title: Mr	First name:	Surname:			
Company name	Estee Lauder				
Street address:	C/O Agent		Country Code	National Number	Extension Number
		Telephone number:			
		Mobile number:			
Town/City County:		Fax number:			
Country:	United Kingdom	Email address:			
Postcode:					
Are you an agent	acting on behalf of the applicant?    • Yes	○ No			
2. Agent Nam	e, Address and Contact Details				
Title: Miss	First Name: Ginny	Surname: Joh	nnson		
Company name:	JLL				
Street address:	30 Warwick St		Country Code	National Number	Extension Number
		Telephone number:		02073995012	
		Mobile number:			
Town/City	London	Fax number:			
County:	London				
Country:	United Kingdom	Email address:			
Postcode:	W1B5NH	ginny.johnson@eu.jll.c	om		

3. Site Address	<b>Details</b>									
Full postal address	of the site	(including full postcode wh	ere available	e)		Description:				
House:	48	Suffix:								
House name:										
Street address:	Monmou	th Street								
Town/City:	London									
County:	Camden									
Postcode:	WC2H 9E	Р								
Description of loca (must be complete										
Easting:	5	30045								
Northing:	181022									
4. Pre-applicat	ion Adv	ice								
Has assistance or p	rior advice	been sought from the loca	l authority at	bout this a	applicatio	n?		○ Yes • 1	No	
5. Neighbour a	nd Com	munity Consultation	<u> </u>							
Have you consulted your neighbours or the local community about the proposal?  Yes No										
6. Authority Er	nplovee	/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 Prop	osed A	dvertisement(s)								
Please describe the										
		accompanying drawings.								
- г		pe of advertisements are yo						٦		1
Fascia sign(s)	1	Projecting or hanging s	sign(s)	1		Hoarding(s)	0	Other	0	
8. Location of	Adverti	sement(s)								
Is the advertisemen	nt(s) vou ar	e applying for already in pla	ace?			<ul><li>No</li></ul>				
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?  Yes No Not Applicable										
Will the proposed a	advertisem	ent(s) project over a footpa	th or other p	oublic high	hway?		C Yes	s   No		
9. Advertiseme	ent(s) Pe	riod								
Please state the pe	riod of time	e for which consent is soug	ht for the ad	vertiseme	ent					
From: 08/01/2	2016	To: 08/0	01/2025							
10. Interest in	the Land	I								
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 (a). Details of Proposed Advertisement(s) - Fascia Sign						
What is the height from the ground to the base of the advertisement (in metres)?						
What is the maximum projection of the advertisement from face of building (in metres)?						
What are the dimensions of the proposed advertisement? Height: 0.210 x Width: 1.900 x Depth: 0.000 metres						
What materials will the sign be made of?						
As existing						
What is the maximum height of any of the individual letters and symbols (in centimetres)?						
The colour of text and background:						
Gold on invisible green background						
Will the sign be illuminated? Yes • No						
11 (b). Details of Proposed Advertisement(s) - Hanging Sign						
What is the height from the ground to the base of the advertisement (in metres)?  4.890						
What is the maximum projection of the advertisement from face of building (in metres)?						
What are the dimensions of the proposed advertisement? Height: 0.500 x Width: 0.700 x Depth: 0.022 metres						
What materials will the sign be made of?						
Steel sheet plate and brass sheet plate sheet metal. Fixed to wooden signboard.						
What is the maximum height of any of the individual letters and symbols (in centimetres)?  50.000 cm						
The colour of text and background:						
Sheet steel and the letterings will be cut out of this.						
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?						
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  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  08/01/2016						