

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Phone: 020 7974 4444  
Fax: 020 7974 1680

Development Management  
Camden Town Hall Extension  
Argyle Street  
London WC1H 8EQ

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:	Mr	First Name:	T	Surname:	Martin
Company name:	Land Securities Group PLC				
Street address:	5 Strand				
		Telephone number:			
		Mobile number:			
Town/City:	London	Fax number:			
Country:		Email address:			
Postcode:	WC2N 5AF				
Are you an agent acting on behalf of the applicant?		<input checked="" type="radio"/> Yes	<input type="radio"/> No		

**2. Agent Name, Address and Contact Details**

Title:	Mrs	First Name:	Claire	Surname:	Wilkinson
Company name:	GL Hearn				
Street address:	280 High Holborn				
		Telephone number:	02078513728		
		Mobile number:			
Town/City:	London	Fax number:			
Country:		Email address:			
Postcode:	WC1V 7EE		claire.wilkinson@glhearn.com		

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House:  Suffix:

House name:

Street address:

Town/City:

Postcode:

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:

Northing:

### 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:

Principle of the advertisement consent accepted.  
The Council's full pre-application response is enclosed.

### 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):

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

## 7. Type of Proposed Advertisement(s)

1. 5 x LED illuminated double sided high quality PVC banners (3200 mm x 1000 mm) to be secured to the existing columns on the front elevation of the shopping centre facing Finchley Road.
2. 4 x LED illuminated double sided high quality PVC banners (3000 mm x 1000 mm) to be secured on the existing columns of the rear entrance of the shopping centre facing onto the car park.
3. 5 x LED illuminated individual built up logo/tenant signs. The individual signs vary in size and scale depending on the retailer which includes Sainsbury's, Vue Cinema, Homebase, Virgin Active and Waterstones

## 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:  To:

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?  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)?  m
- What is the maximum projection of the advertisement from face of building (in metres)?  m
- What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres
- What materials will the sign be made of?
- What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm
- The colour of text and background:
- Will the sign be illuminated?  Yes  No
- Will the sign be illuminated internally or externally?  Internally  Externally
- Illuminance Levels:  cd/m
- Will the illumination be static or intermittent?  Static  Intermittent

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

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

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

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

The colour of text and background:

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

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### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What materials will the sign be made of?

PVC banner

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

cm

The colour of text and background:

black

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

cd/m

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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

15/06/2016