

Email: 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 N	ame, Address al	nd Contact Details			
Title: Mr	First Name:	Т		Surname:	Martin
Company name:	Land Securities Gr	oup PLC			
Street address:	5 Strand				
			Telephone numb	oer:	
			Mobile number:		
Town/City:	London		Fax number:		
Country:			Email address:		
Postcode:	WC2N 5AF				
Are you an agent	acting on behalf of the	ne applicant?	Yes	10	
2. Agent Name	e, Address and C	Contact Details			
Title: Mrs	First Name:	Claire		Surname:	Wilkinson
Company name:	GL Hearn				
Street address:	280 High Holborn				
			Telephone numb	oer: 0207	8513728
			Mobile number:		
Town/City:	London		Fax number:		
Country:					
,			Email address:		

3. Site Addres	ess Details	
Full postal addre	ess of the site (including full postcode where available)  Description:	
House:	Suffix:	
House name:	O2 Centre	
Street address:	255 Finchley Rd	
Town/City:	London	
Postcode:	NW3 6LU	
	ocation or a grid reference leted if postcode is not known):	
Easting:	526232	
Northing:	184807	
		_
4. Pre-applica	ation Advice	-
Has assistance of	or prior advice been sought from the local authority about this application?	
If Yes, please co	omplete 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	٦
Reference:	2016/2481/PRE	_
Date (DD/MM/Y)	YYY): 20/05/2016 (Must be pre-application submission)	
,	e-application advice received:	
Principle of the	advertisement consent accepted.	٦
The Council's fu	ull pre-application response is enclosed.	_
		_
5. Neighbour	and Community Consultation	
Have you consul	lted your neighbours or the local community about the proposal?	
		-
6. Authority E	Employee/Member	_
	the Authority, I am: nember of staff	
(b) an e	elected member Do any of these statements apply to you?   Yes  No ated to a member of staff	
` '	ated to a member of stail	
		_
7. Type of Pro	oposed Advertisement(s)	_
	the proposed advertisement(s):  d individual letter signage on the Finchley Road entrance and fixed illuminated banner signage on the existing columns at Finchley Road	_
and the Car Pa		
How many of the	e following type of advertisements are you applying for?	
Fascia sign(s)	5 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 9	
Please describe:		
		_

<ol> <li>5 x LED illuminated double sided high quality PVC banners (3200 mm x 1000 mm) to be secured to shopping centre facing Finchley Road.</li> <li>4 x LED illuminated double sided high quality PVC banners (3000 mm x 1000 mm) to be secured on shopping centre facing onto the car park.</li> <li>5 x LED illuminated individual built up logo/tenant signs. The individual signs vary in size and scale of Sainsbury's, Vue Cinema, Homebase, Virgin Active and Waterstones</li> </ol>	the existing columns of the rear entrance of the
B. Location of Advertisement(s)	
b. Location of Advertisement(s)	
Is the advertisement(s) you are applying for already in place?	○ Yes  ② No
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?	Yes No Not Applicable
	0 W 0 W
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: 17/06/2016 To: 17/06/2021	
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)?	2.65 m
What is the maximum projection of the advertisement from face of building (in metres)?	0.08 m
What are the dimensions of the proposed advertisement? Height 0.20 v Width.	2.11 x Depth: 0.00 metres
What are the dimensions of the proposed advertisement? Height: 0.29 x Width:	z.11 x Depth: 0.00 metres
What materials will the sign be made of?	
aluminium/acrylic	
What is the maximum height of any of the individual letters and symbols (in centimetres)?	29 cm
	25
The colour of text and background:	
Tenant dependant	
Will the sign be illuminated?   ⊚ Yes ○ No	
Will the sign be illuminated internally or externally?	
Illuminance Levels: 540.00 cd/m	
Will the illumination be static or intermittent?	
11 (a). Details of Proposed Advertisement(s) - Fascia Sign	
The tage Details of the posses Autoritiscinicings of a solid orgin	
What is the height from the ground to the base of the advertisement (in metres)?	3.72 m
M/bet is the maying an arejection of the advertigement from force of building the mater 10	0.00
What is the maximum projection of the advertisement from face of building (in metres)?	0.08 m

7. Type of Proposed Advertisement(s)

11 (a). Details of Proposed Advertisement(s) - Fascia Sign			
What are the dimensions of the proposed advertisement? Height: 0.29 x Width: What materials will the sign be made of?	2.12 x	Depth: 0.00	metres
What is the maximum height of any of the individual letters and symbols (in centimetres)?	29	cm	
The colour of text and background:  Tenant dependent			
Will the sign be illuminated?  • Yes • No			
Will the sign be illuminated internally or externally?			
Illuminance Levels: 540.00 cd/m			
Will the illumination be static or intermittent?			
11 (a). Details of Proposed Advertisement(s) - Fascia Sign			
What is the height from the ground to the base of the advertisement (in metres)?	4.76	m	
What is the maximum projection of the advertisement from face of building (in metres)?	0.08	m	
What are the dimensions of the proposed advertisement? Height: 0.40 x Width:	2.12 x	Depth: 0.00	metres
What materials will the sign be made of?  Aluminium/acrylic			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	40	cm	
The colour of text and background:	40	CITI	
Will the sign be illuminated?   ● Yes ○ No			
Will the sign be illuminated internally or externally?			
Illuminance Levels: 540.00 cd/m			
Will the illumination be static or intermittent?			
11 (a). Details of Proposed Advertisement(s) - Fascia Sign			
What is the height from the ground to the base of the advertisement (in metres)?	4.76	m	
What is the maximum projection of the advertisement from face of building (in metres)?	0.08	m	
What are the dimensions of the proposed advertisement? Height: 0.36 x Width:	1.63 x	Depth: 0.00	metres
What materials will the sign be made of?  Aluminium/acrylic			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	18	cm	
The colour of text and background:  Tenant dependant			
Will the sign be illuminated?     Yes   No			
Will the sign be illuminated internally or externally?  • Internally • Externally			

11 (a). Details of Proposed Advertisement(s) - Fascia Sign
Will the illumination be static or intermittent?  Static Intermittent  I
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: 0.65 x Width: 1.63 x Depth: 0.00 metres  What materials will the sign be made of?  Alturninium/acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally  Will the sign be static or intermittent?  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  Ze0 m  What is the maximum projection of the advertisement from face of building (in metres)?  1.00 m
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: 0.65 x Width: 1.63 x Depth: 0.00 metres  What materials will the sign be made of?  Aluminium/acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  2.80 m  What is the maximum projection of the advertisement from face of building (in metres)?  1.00 m
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: 0.65 x Width: 1.63 x Depth: 0.00 metres  What materials will the sign be made of?  Aluminium/acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  2.80 m  What is the maximum projection of the advertisement from face of building (in metres)?  1.00 m
What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.65 x Width: 1.63 x Depth: 0.00 metres  What materials will the sign be made of?  Aluminium/acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)? 66 cm  The colour of text and background:  Tenant dependant  Will the sign be illuminated? • Yes • No  Will the sign be illuminated internally or externally? • Internally • Externally  Illuminance Levels: 540.00 cd/m  Will the illumination be static or intermittent? • Static • Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)? 2.80 m  What is the maximum projection of the advertisement from face of building (in metres)? 1.00 m
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Aluminium/acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  66 cm  The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  2.80 m  What is the maximum projection of the advertisement from face of building (in metres)?  1.00 m
What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Illuminated internally or externally?  Illuminance Levels:  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other 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)?  1.00 m
The colour of text and background:  Tenant dependant  Will the sign be illuminated?  Will the sign be illuminated internally or externally?  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  2.80 m  What is the maximum projection of the advertisement from face of building (in metres)?  1.00 m
Tenant dependant  Will the sign be illuminated?  Pyes No  Will the sign be illuminated internally or externally?  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other 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)?  1.00 m
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What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 3.20 x Width: 0.00 x Depth: 1.00 metres
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)?
The colour of text and background:  black
Will the sign be illuminated?   ⊚ Yes  ○ No
Will the sign be illuminated?  • Yes • No  Will the sign be illuminated internally or externally?  • Internally • Externally
Will the sign be illuminated internally or externally?
Will the sign be illuminated internally or externally?  © Internally  Externally  Illuminance Levels:  540.00  cd/m
Will the sign be illuminated internally or externally?  © Internally  © Externally  Illuminance Levels:  540.00  cd/m
Will the sign be illuminated internally or externally?  Unternally Externally  Externally  Will the illumination be static or intermittent?  Static Intermittent
Will the sign be illuminated internally or externally?  Unternally Externally  Externally  Will the illumination be static or intermittent?  Static Intermittent
Will the sign be illuminated internally or externally?  Illuminance Levels:  540.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  11 (d). Details of Proposed Advertisement(s) - Other Sign

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 sym	abols (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 ⑥ Externally		
Illuminance Levels:	540.00 cd/m		
Will the illumination be static or intermittent?	Static		
44 ( I) Pote ite of Propose and Advantis and anticol College	0		
11 (d). Details of Proposed Advertisement(s) - Other	Sign		
What is the height from the ground to the base of the advertisement	t (in metres)?	2.80	m
What is the maximum projection of the advertisement from face of b	ouilding (in metres)?	1.00	m
What are the dimensions of the proposed advertisement?	Height: 3.20 x Width:	0.00 x	Depth: 1.00 metres
What materials will the sign be made of?  PVC banner			
What is the maximum height of any of the individual letters and sym	abols (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?	<ul><li>Internally</li><li>Externally</li></ul>		
Illuminance Levels:	540.00 cd/m		
Will the illumination be static or intermittent?	Static		
11 (d). Details of Proposed Advertisement(s) - Other	Sign		
What is the height from the ground to the base of the advertisement	t (in metres)?	2.80	m
What is the maximum projection of the advertisement from face of b		1.00	m
	Height: 3.20 x Width:	0.00 x	Depth: 1.00 metres
What materials will the sign be made of?	A THOUSE		
PVC banner			
What is the maximum height of any of the individual letters and sym	abols (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		
Illuminance Levels:	540.00 cd/m		

11 (d). Details of Proposed Advertisement(s) - Other	Sign			
Will the illumination be static or intermittent?	Static			
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The colour of text and background:			ı	
black				
Will the sign be illuminated?	Yes \( \Q \) No			
Will the sign be illuminated internally or externally?	<ul><li>Internally  Externally</li></ul>			
Illuminance Levels:	540.00 cd/m			
Will the illumination be static or intermittent?	Static			
11 (d). Details of Proposed Advertisement(s) - Other	Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	4.50	m	
What is the maximum projection of the advertisement from face of	ouilding (in metres)?	1.00	m	
What are the dimensions of the proposed advertisement?	Height: 3.00 x Width:	0.00 x	Depth: 1.00	metres
What materials will the sign be made of?  PVC banner				
What is the maximum height of any of the individual letters and syn	nbols (in centimetres)?		cm	ļ
The colour of text and background:			ı	
black				
Will the sign be illuminated?	Yes \( \omega\) No			
Will the sign be illuminated internally or externally?	Internally  Externally			
Illuminance Levels:	540.00 cd/m			
Will the illumination be static or intermittent?	Static			
11 (d). Details of Proposed Advertisement(s) - Other	Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	4.50	m	
What is the maximum projection of the advertisement from face of	ouilding (in metres)?	1.00	m	
What are the dimensions of the proposed advertisement?	Height: 3.00 x Width:	0.00 x	Depth: 1.00	metres
What materials will the sign be made of?  PVC banner				

11 (d). Details of Proposed Advertisement(s) - Other	Sign		
	-		
What is the maximum height of any of the individual letters and sym	abols (in centimetres)?		cm
The colour of text and background:			
black			
Will the sign be illuminated?	Yes \( \text{No} \)		
Will the sign be illuminated internally or externally?	<ul><li>Internally   Externally</li></ul>		
Illuminance Levels:	540.00 cd/m		
Will the illumination be static or intermittent?	Static		
11 (d). Details of Proposed Advertisement(s) - Other	Sign		
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What are the dimensions of the proposed advertisement?	Height: 3.00 x Width:	0.00 x	Depth: 1.00 metres
What materials will the sign be made of?  PVC banner			
What is the maximum height of any of the individual letters and sym	ahols (in centimetres)?		cm
The colour of text and background:	isolo (ili continuttos).		
black			
Will the sign be illuminated?	Yes     No		
Will the sign be illuminated internally or externally?	<ul> <li>Internally   Externally</li> </ul>		
Illuminance Levels:	540.00 cd/m		
Will the illumination be static or intermittent?	Static		
11 (d). Details of Proposed Advertisement(s) - Other	Sign		
	-		
What is the height from the ground to the base of the advertisement	t (in metres)?	4.50	m
What is the maximum projection of the advertisement from face of b	ouilding (in metres)?	1.00	m
What are the dimensions of the proposed advertisement?	Height: 3.00 x Width:	0.00 x	Depth: 1.00 metres
What materials will the sign be made of?  PVC banner			
What is the maximum height of any of the individual letters and sym	shale (in contimatroe)?		cm.
The colour of text and background:	ibols (in centimetres)?		cm
black			
Will the sign be illuminated?	Yes     No		
Will the sign be illuminated internally or externally?	<ul><li>Internally  Externally</li></ul>		
Illuminance Levels:	540.00 cd/m		
Will the illumination be static or intermittent?	Static		

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
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.  15/06/2016
and and according any opinione given are the gentance opinions of the personnel given and the gentance opinions of the personnel given are the gentance of the gentance opinions