

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 Na	ame, Address aı	nd Contact Details			
Title: Mr	First Name:	Mark		Surname:	Hollington
Company name:					
Street address:	23 Pakenham Stre	et			
			Telephone numb	oer:	
			Mobile number:		
Town/City:	London		Fax number:		
Country:			Email address:		
Postcode:	WC1X 0LB				
Are you an agent	acting on behalf of th	ne applicant?	Yes	No	
2. Agent Name	, Address and C	Contact Details			
Title: Mr	First Name:	Matthew		Surname:	Furness
Company name:	Michael Jackson C	onsulting			
Street address:	204 Bolton Road W	/alkden			
	Worsley		Telephone numb	oer: 0161	7904404
			Mobile number:		
Town/City:	Manchester		Fax number:		
Country:	United Kingdom		Email address:		
Postcode:	m28 3bn		matt.furness@mjconsult.co.uk		

3. Site Addres	ss Details	
Full postal addre	ss of the site (including full postcode where available)	Description:
House:	166 Suffix:	
House name:	New London Theatre	
Street address:	Drury Lane	
Town/City:	LONDON	
Postcode:	WC2B 5PF	
	cation or a grid reference	
	eted if postcode is not known): 530353	
Easting:		
Northing:	181282	
4 Dre emplies	tion Advice	
4. Pre-applica	tion Advice	
Has assistance o	or prior advice been sought from the local authority about	this application? Yes No
5. Neighbour	and Community Consultation	
J	•	
Have you consul	ted your neighbours or the local community about the pro	posal? Q Yes No
6 Authority F	mployee/Member	
or reality 2	pioyoo/moinaci	
	ne Authority, I am: ember of staff	
(b) an e	elected member Do any of the	se statements apply to you?
, ,	ed to a member of staff ted to an elected member	
7. Type of Pro	posed Advertisement(s)	
Diagram da aniha	th	
	the proposed advertisement(s): e window logos, 1 double sided smaller logo on canopy to	p sign, 2 banners on canopy edge and 2 new poster inserts for existing poster
boxes.		
	following type of advertisements are you applying for?	
Fascia sign(s)	5 Projecting or hanging sign(s) 0	Hoarding(s) 0 Other 2
Please describe:	sters to be inserted into existing poster boxes	
2 No. 1 miles pe	score to be interred into externing peacer below	
8. Location of	Advertisement(s)	
Is the advertisem	nent(s) you are applying for already in place?	
Is an existing adv	vertisement(s) to be removed and replaced by the advertise	sement(s) in this proposal? Yes No Not Applicable
If Yes to either or photograph(s).	both above, please show the existing sign(s) on an eleva-	ation drawing or photograph and state the references for the drawing(s) or

8. Location of Advertisement(s)				
2584-001 Previously approved signage elevations, 2584-002 Previ	ously approved signage photo elevatio	ns		
Will the proposed advertisement(s) project over a footpath or other	oublic highway?	● Yes □ N	No	
9. Advertisement(s) Period				
Please state the period of time for which consent is sought for the a From: 17/08/2016 To: 17/08/2018	dvertisement			
10. Interest in the Land				
Does the applicant own the land or buildings where the adverts are If No, has the permission of the owner or any other person entitled to 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)?	6.79	m	
What is the maximum projection of the advertisement from face of b	ouilding (in metres)?	0.00	m	
What are the dimensions of the proposed advertisement?	Height: 14.12 x Width: 2	0.17 x	Depth: 0.00	metres
What materials will the sign be made of? Matt finish 1 way view PVC sticker				
What is the maximum height of any of the individual letters and sym	bols (in centimetres)?	550	cm	
The colour of text and background: Red text on a white background				
Will the sign be illuminated?	Yes No			
Will the sign be illuminated internally or externally?	Internally Externally			
Illuminance Levels:	900.00 cd/m			
Will the illumination be static or intermittent?	Static			
11 (a). Details of Proposed Advertisement(s) - Fascia	Sign			
	C			
What is the height from the ground to the base of the advertisement	(in metres)?	6.79	m	
What is the maximum projection of the advertisement from face of b	ouilding (in metres)?	0.00	m	
	Height: 14.12 x Width: 1	6.40 x	Depth: 0.00	metres
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The colour of text and background:				
Red text on a white background Will the sign be illuminated?	● Yes ○ No			

11 (a). Details of Proposed Advertisement(s) - Fascia	Sign				
Will the sign be illuminated internally or externally?	InternallyExternally				
Illuminance Levels:	900.00 cd/m				
Will the illumination be static or intermittent?	Static				
11 (a). Details of Proposed Advertisement(s) - Fascia	Sign				
What is the height from the ground to the base of the advertisemen	t (in metres)?	4.90 m			
What is the height from the ground to the base of the advertisement (in metres)? 4.90 m What is the maximum projection of the advertisement from face of building (in metres)? 1.90 m					
	Height: 1.90 x Width:	x Depth: 1.90 metres			
What materials will the sign be made of? Digitally printed vinyl					
	.hl (in tim t) 0	00			
What is the maximum height of any of the individual letters and sym	ndois (in centimetres)?	60 cm			
The colour of text and background: Red text on a white background					
Will the sign be illuminated?	Yes No				
Will the sign be illuminated internally or externally?	Internally Externally				
Illuminance Levels:	900.00 cd/m				
Will the illumination be static or intermittent?	Static				
(4) Details (Decree 1A localismost(s), Essis	0				
11 (a). Details of Proposed Advertisement(s) - Fascia	Sign				
11 (a). Details of Proposed Advertisement(s) - Fascia What is the height from the ground to the base of the advertisemen	•	3.48 m			
	t (in metres)?	3.48 m 0.00 m			
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11 (a). Details of Proposed Advertisement(s) - Fascia Sign
The colour of text and background:
Red text on a white background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)? 0.15
What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m
What are the dimensions of the proposed advertisement? Height: 2.50 x Width: 3.40 x Depth: 0.00 metres
What materials will the sign be made of?
Digitally printed vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)?
The colour of text and background:
Red and black text on a white background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
11 (d). Details of Froposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)? 0.15
What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m
What are the dimensions of the proposed advertisement? Height: 2.50 x Width: 3.90 x Depth: 0.00 metres
What materials will the sign be made of?
Digitally printed vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 60 cm
The colour of text and background:
Red and black text on a white background
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
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.