

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:	<input type="text" value="Miss"/>	First Name:	<input type="text" value="Lizzie"/>	Surname:	<input type="text" value="Miller"/>
Company name:	<input type="text" value="Bay Media Ltd"/>				
Street address:	<input type="text" value="19 Deane House Studios"/>				
	<input type="text" value="Greenwood Place"/>	Telephone number:	<input type="text"/>		
	<input type="text" value="Kentish Town"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>				
Postcode:	<input type="text" value="NW5 1LB"/>	Email address:	<input type="text"/>		
Are you an agent acting on behalf of the applicant?		<input type="radio"/> Yes <input checked="" type="radio"/> No			

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

No Agent details were submitted for this application

**3. Site Address Details**

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

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="52-56"/>		
Street address:	<input type="text" value="New Oxford Street"/>		
	<input type="text"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
Postcode:	<input type="text" value="WC1A 1ES"/>		

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

Easting:	<input type="text" value="530111"/>
Northing:	<input type="text" value="181469"/>

Description:

#### 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:

Sites were checked for their suitability in relation to listed buildings, risk of blocking CCTV and if they were in conservation areas. All unsuitable columns were removed from the application and appear in grey on the attached maps.

#### 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 actual advert will only be determined once sold. But they will adhere to the ASA rules.  
The application is for 13 banners. The banners will form part of the 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)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

2.2m x 0.785m PVC banners , retro fitted to lamppost columns using Bay Media's patented Storm Spill Bracket system.

#### 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

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)?

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

## 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