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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: | Ms | First Name: | Simi | Surname: | Shah |
| Company name: | Design Team Manager, Transport Strategy, London Borough of Camden | | | | |
| Street address: | London Borough of Camden | | | | |
| | Judd Street | Telephone number: | | | |
| | | Mobile number: | | | |
| Town/City: | London | Fax number: | | | |
| Country: | | Email address: | | | |
| Postcode: | WC1H 9JE | | | | |
| 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: | Mr | First Name: | Stuart | Surname: | Minty |
| Company name: | SM Planning | | | | |
| Street address: | 80-83 Long Lane | | | | |
| | | Telephone number: | 07900413080 | | |
| | | Mobile number: | | | |
| Town/City: | London | Fax number: | | | |
| Country: | | Email address: | | | |
| Postcode: | EC1A 9ET | | info@smplanning.com | | |

3. Site Address Details

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

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:

Description:

Proposal is to be located on the public highway at the above address

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

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

If Yes, please provide details of the name, relationship and role:

The applicants are the Design Team, Transport Strategy, London Borough of Camden

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Display of double sided end panel, featuring back to back screens capable of displaying illuminated static (but changing) content

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:

Bus Shelter Advertisement - See enclosed drawings

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

8. Location of Advertisement(s)

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Existing advertisement panel to be removed and replaced by proposal. Photographs are enclosed

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: 01/06/2017

To: 31/05/2027

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ 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)?

0.20 m

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: 2.35 x

Width: 1.38 x

Depth: 0.35 metres

What materials will the sign be made of?

Steel, aluminium and toughened glass

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

186 cm

The colour of text and background:

Various

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

2,500.00 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

10/01/2017