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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:	Mr	First Name:	Ben	Surname:	French
Company name:	HSBC CRE				
Street address:	30th Floor				
	8 Canada Square				
Town/City:	London	Telephone number:			
Country:		Mobile number:			
Postcode:	E14 5HQ	Fax number:			
		Email address:			
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:	Andrew	Surname:	Lawson
Company name:	A & Q Partnership				
Street address:	The Lux Building				
	2-4 Hoxton Square				
Town/City:	London	Telephone number:	02076132244		
Country:		Mobile number:			
Postcode:	N1 6NU	Fax number:			
		Email address:	andrewlawson@aqp.co.uk		

### 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

### 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):

1No individual letters internally illuminated  
1No projecting sign internally illuminated  
1No internally applied welcome vinyl  
1No wall mounted branch nameplate non illuminated  
1No wall mounted branch opening hours sign non illuminated

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:

internally applied welcome vinyl - non illuminated  
Wall mounted branch nameplate - non illuminated  
Wall mounted opening hours - non illuminated

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  No

## 8. Location of Advertisement(s)

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?  Yes  No  Not Applicable

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).

HighHolborn 16033 0027 PA Existing Elevation

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: 06/02/2017

To: 06/02/2022

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

What is the height from the ground to the base of the advertisement (in metres)? 2.64 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.10 m

What are the dimensions of the proposed advertisement? Height: 0.35 x Width: 2.89 x Depth: 0.10 metres

What materials will the sign be made of?

Black aluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)? 35 cm

The colour of text and background:

Black text white background

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels: 150.00 cd/m

Will the illumination be static or intermittent?  Static  Intermittent

## 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.12 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.87 m

What are the dimensions of the proposed advertisement? Height: 0.65 x Width: 0.65 x Depth: 0.20 metres

What materials will the sign be made of?

mild steel bracket. 3mm spun aluminium with vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)? 20 cm

The colour of text and background:

### 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

red logo white 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 (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?

internally applied vinyl

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

The colour of text and background:

black text white background

Will the sign be illuminated?  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?

vitreous enamel

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

The colour of text and background:

black text white background

Will the sign be illuminated?  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?

vitreous enamel

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

The colour of text and background:

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

black text 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  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

01/02/2017