

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:	Mr	First Name:	Paul	Surname:	Dunphy
Company name:	Camden Council (Supporting Communities Directorate)				
Street address:	4th Floor				
	5 St Pancras Square				
Town/City:	London	Telephone number:			
Country:		Mobile number:			
Postcode:	N1C 4AG	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:	Philip	Surname:	Allard
Company name:	Wildstone Planning				
Street address:	22 Berghem Mews				
	Blythe Road				
	Brook Green				
Town/City:	London	Telephone number:	02073139571		
Country:	United Kingdom	Mobile number:			
Postcode:	W14 0HN	Fax number:			
		Email address:	Philip@wildstone.co.uk		

### 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:

The application site is located on land at the junction of Shaftesbury Avenue and St Giles High Street/A40.

### 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:

The applicant sought pre-application advice from the Council's Planning Department prior to the submission of the application.

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?  Yes  No

If Yes, please provide details:

The applicant has consulted local residents and land owners in the immediate vicinity of the proposed advertisement as well as the local community. Please see cover letter for details.

### 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):

Freestanding single-sided digital portrait LED advertisement and associated logo box.

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

## 7. Type of Proposed Advertisement(s)

Please describe:

Freestanding single-sided digital portrait LED advertisement and associated logo box.

## 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: 01/07/2017

To: 01/07/2022

## 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)?

3.00 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: 3.00 x Width: 2.00 x Depth: 0.45 metres

What materials will the sign be made of?

Composite stone cladding and grey painted steel (portland stone finish) and dark grey painted steel cladding (see drawings)

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

300 cm

The colour of text and background:

Various or multi-coloured

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

300.00 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)?

0.00 m

What are the dimensions of the proposed advertisement?

Height: 0.20 x Width: 1.02 x Depth: 0.45 metres

What materials will the sign be made of?

Composite stone cladding and grey painted steel (portland stone finish) and dark grey painted steel cladding (see drawings)

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

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

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

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