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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.

Title: Mr	First Name:		Sur	name: Mazzone
Company name:	Prime Gelato Limite	ed		
Street address: Kemp House, 160 City Road		City Road		
			Telephone number:	
			Mobile number:	
Town/City:	London		Fax number:	
Country:			Email address:	
Postcode:	ECV 2NX			
Are you an agent	acting on behalf of th	ne applicant?	Yes No	
2. Agent Name	e, Address and C	Sentest Details		
Title: Mr	First Name:	Antonio	Sur	name: Merlin
Title: Mr Company name:		Antonio	Sur	name: Merlin
	First Name:	Antonio	Sur	name: Merlin
Company name:	First Name:	Antonio	Sur Telephone number:	name: Merlin 02030110449
Company name:	First Name: ADMERLIN DESIG	Antonio		
Company name:	First Name: ADMERLIN DESIGN 465A Hornsey Road	Antonio	Telephone number:	
Company name: Street address:	First Name: ADMERLIN DESIGNATION 465A Hornsey Road Islington	Antonio	Telephone number: Mobile number:	

3. Site Addres	ss Details	
Full postal addre	ess of the site (including full postcode where available)	Description:
House:	216 Suffix:	
House name:		
Street address:	Shaftesbury Avenue	
Town/City:	LONDON	
Postcode:	WC2H 8EB	
Description of la	position or a grid reference	
	ocation or a grid reference eted if postcode is not known):	
Easting:	530123	
Northing:	181382	
4. Pre-applica	ation Advice	
Has assistance of	or prior advice been sought from the local authority about t	this application? Yes No
5. Neighbour	and Community Consultation	
Have you consul	Ited your neighbours or the local community about the prop	posal? Yes No
6. Authority E	Employee/Member	
	he Authority, I am: nember of staff	
(b) an e	elected member Do any of thes	se statements apply to you?
	ited to a member of staff ited to an elected member	
7. Type of Pro	oposed Advertisement(s)	
	the proposed advertisement(s): n aluminum background with an 'halo' illuminated fascia sig	gn.
Proposed hangi		gii
How many of the	e following type of advertisements are you applying for?	
Fascia sign(s)	1 Projecting or hanging sign(s) 1	Hoarding(s) 0 Other 0
8. Location of	f Advertisement(s)	
Is the advertisen	nent(s) you are applying for already in place?	
Is an existing ad	vertisement(s) to be removed and replaced by the advertis	sement(s) in this proposal?
	or both above, please show the existing sign(s) on an eleva	ation drawing or photograph and state the references for the drawing(s) or
photograph(s).	S300 - Existing elevations	
riease see drw	5500 - Existing elevations	

8. Location of Advertisement(s)				
Will the proposed advertisement(s) project over a footpath or other	public highway?	Yes □ N	lo	
9. Advertisement(s) Period				
Please state the period of time for which consent is sought for the a From: 17/04/2017 To: 16/04/2022	advertisement			
10. Interest in the Land				
Does the applicant own the land or buildings where the adverts are	to be placed?	0	Yes No	
If No, has the permission of the owner or any other person entitled advertisement been obtained?	to give permission for the display of an	•	Yes O No	
11 (a). Details of Proposed Advertisement(s) - Fascia	ı Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	3.52 r	n	
What is the maximum projection of the advertisement from face of I	puilding (in metres)?	0.10 r	n	
What are the dimensions of the proposed advertisement?	Height: 0.25 x Width: 2	2.26 x	Depth: 0.05	metres
What materials will the sign be made of?				
powder coated aluminum				
What is the maximum height of any of the individual letters and syn	nbols (in centimetres)?	245	cm	
The colour of text and background: Dark Red				
Will the sign be illuminated?	Yes No			
Will the sign be illuminated internally or externally?	Internally Externally			
Illuminance Levels:	0.00 cd/m			
Will the illumination be static or intermittent?	Static			
11 (b). Details of Proposed Advertisement(s) - Hangi	ng Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	3.13 r	m	
What is the maximum projection of the advertisement from face of I	building (in metres)?	0.67 r	m	
What are the dimensions of the proposed advertisement?	Height: 0.55 x Width: 0).55 x	Depth: 0.10	metres
What materials will the sign be made of?				
Timber				
What is the maximum height of any of the individual letters and syn	nbols (in centimetres)?	40 0	cm	
The colour of text and background: dark red				
Will the sign be illuminated?				

12. Site Visit
Can the site be seen from a public road, public footpath, bridleway or other public land?
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
13. Decidiation
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