

Email: 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="Mr"/>	First Name:	<input type="text" value="Ben"/>	Surname:	<input type="text" value="French"/>
Company name:	<input type="text" value="HSBC Corporate real Estate"/>				
Street address:	<input type="text" value="1 Canada square"/>				
	<input type="text"/>	Telephone number:	<input type="text"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="E14 5AB"/>	<input type="text"/>			
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:	<input type="text" value="Mr"/>	First Name:	<input type="text" value="Ryan"/>	Surname:	<input type="text" value="Possnett"/>
Company name:	<input type="text" value="AXIS Architecture"/>				
Street address:	<input type="text" value="Talbot chambers"/>				
	<input type="text" value="2-6 north church street"/>				
	<input type="text"/>	Telephone number:	<input type="text" value="01142490944"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="Sheffield"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="S1 2DH"/>	<input type="text" value="Ryan@axis-architecture.com"/>			

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):

Replacement of existing external signage - To comply with current 'HSBC UK' brand standards.

Consisting of

- 2No illuminated fascia signs
- 2No internally illuminated projecting signs
- Various other non illuminated signage

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:

- ATM headers x 2
- Door Signage (Security notice/automatic doors x 2/no smoking/FSCS)
- welcome poster
- nameplate
- Opening hours plaque
- Internal ATM header

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

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).

26881-KingsCrossEvergreen-E1-EX-PL-
26881-KingsCrossEvergreen-E1-PL-
26881-KingsCrossEvergreen-GF-EX-PL-
26881-KingsCrossEvergreen-GF-GA-PL-

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 (a). Details of Proposed Advertisement(s) - Fascia 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?

Individually built up halo illuminated aluminium letters with full face & halo illuminated logo - fixed to a new white powder coated aluminium fascia panel.

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

cm

The colour of text and background:

Background white / text black logo red & white

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 (a). Details of Proposed Advertisement(s) - Fascia 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?

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

Individually built up halo illuminated aluminium letters with full face & halo illuminated logo - fixed to a new white powder coated aluminium fascia panel.

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

The colour of text and background:

Background white / Text black logo red & white

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 (b). Details of Proposed Advertisement(s) - Hanging 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?

Mild steel bracket with opal acrylic face panels - internally illuminated via LED's.

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

The colour of text and background:

Background white / logo red & white

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 (b). Details of Proposed Advertisement(s) - Hanging 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?

Mild steel bracket with opal acrylic face panels - internally illuminated via LED's.

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

The colour of text and background:

background white / text black logo red & white

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?

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

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

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

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

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

What materials will the sign be made of?

Reverse applied vinyl

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

8

cm

The colour of text and background:

WHite, red & black

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)?

2.13

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: 0.44

x

Width: 0.70

x

Depth: 0.00

metres

What materials will the sign be made of?

Express Bank sign - Acrylic panel installed internally, suspended from ceiling - Visible externally and less than 1m from frace of glazing.

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

5

cm

The colour of text and background:

WHite, red & black

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)?

1.40

m

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

0.05

m

What are the dimensions of the proposed advertisement?

Height: 0.72

x

Width: 0.72

x

Depth: 0.05

metres

What materials will the sign be made of?

aluminium composite sheet with foamex panel to rear.

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

7

cm

The colour of text and background:

background black / text white

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)?

1.66

m

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

0.05

m

What are the dimensions of the proposed advertisement?

Height: 0.72

x

Width: 0.67

x

Depth: 0.05

metres

What materials will the sign be made of?

aluminium composite sheet with foamex panel to rear.

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

7

cm

The colour of text and background:

BACKGROUND BLACK / TEXT WHITE

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

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?

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

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

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

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

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

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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