

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 N	ame, Address aı	nd Contact Details			
Title: Mr	First Name:	Adam		Surname:	Evans
Company name:	H&M Hennes and I	Mauritz UK & Ireland			
Street address:	1st Floor				
	25 Argyll Street		Telephone numb	per:	
	London		Mobile number:		
Town/City:			Fax number:		
Country:			Email address:		
Postcode:	W1F 7TS				
Are you an agent	acting on behalf of th	ne applicant?	Yes	lo	
2. Agent Name	e, Address and C	Contact Details			
Title: Miss	First Name:	Francesca		Surname:	Green
Company name:	Child Graddon Lew	ris			
Street address:	Studio 1				
	155 Commercial Street		Telephone numb	oer: 0207	5391200
			Mobile number:		
Town/City:	London		Fax number:		
Country:	UK		Email address:		
Postcode:	E16BJ		francesca.green	@cgluk.com	

3. Site Addres	ss Details		
Full postal addre	ess of the site (including full postcode where available)	Description:	
House:	3 Suffix:		
House name:	Unit 4		
Street address:	Pancras Square		
Town/City:	LONDON		
Postcode:	N1C 4AG		
Posicode.	NTC 4AG		
	ocation or a grid reference eted if postcode is not known):		
Easting:	530145		
Northing:	183357		
Ttorumig.			
4. Pre-applica	stion Adviso		
4. Pre-applica	ation Advice		
Has assistance o	or prior advice been sought from the local authority abo	it this application?	○ Yes ◉ No
Tido dodictarios (	of prior davide been deagrit from the local dathority abo	з тпо аррпоатот.	2 100 2 No
5. Neighbour	and Community Consultation		
Have you consu	Ited your neighbours or the local community about the p	roposal?	
6. Authority E	Employee/Member		
	he Authority, I am: ember of staff		
(b) an	elected member Do any of t	nese statements apply to you?	
	ted to a member of staff ted to an elected member		
7. Type of Pro	pposed Advertisement(s)		
ì	the proposed advertisement(s):		
	ıminated light box sign (1950 x 740 x 100 mm) - Mounte ıminated projecting flag signs (841 x 594 x 100 mm) - N		ances
7 x Black PVC F	Free Vinyl (250 x 1176 x 1 mm) - Mounted inside shop v	vindow	
	ıminated window light box (1682 x 1189 x 100 mm) - Mo ıminated window light box (841 x 594 x 100 mm) - Mou		
How many of the	e following type of advertisements are you applying for?		
Fascia sign(s)	0 Projecting or hanging sign(s)	Hoarding(s)	0 Other 4
Please describe			
	Free Vinyl (250 x 1176 mm) - Mounted inside shop wind Iminated window light box (1682 x 1189 x 100 mm) - Mo		
	iminated window light box (1662 x 1769 x 160 min) - Mu iminated window light box (841 x 594 x 100 mm) - Moul		
8. Location of	f Advertisement(s)		
5. <b>2</b> 50000011 0			
Is the advertisen	nent(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  No  Not Applicable					
Will the proposed advertisement(s) project over a footpath or other public highway?					
9. Advertisement(s) Period					
Please state the period of time for which consent is sought for the advertisement					
From: 14/08/2017 To: 14/08/2022					
10. Interest in the Land					
Does the applicant own the land or buildings where the adverts are to be placed?    Yes  No					
11 (b). Details of Proposed Advertisement(s) - Hanging Sign					
What is the height from the ground to the base of the advertisement (in metres)?					
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: 0.74 x Width: 1.95 x Depth: 0.01 metres					
What materials will the sign be made of?					
Acrylic					
What is the maximum height of any of the individual letters and symbols (in centimetres)?					
The colour of text and background:					
Black Vinyl lettering with white perspex background					
Will the sign be illuminated?					
Will the sign be illuminated internally or externally?					
Illuminance Levels: 1,520.00 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)?  3.20 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: 0.74 x Width: 1.95 x Depth: 0.01 metres					
What materials will the sign be made of?					
Acrylic					
What is the maximum height of any of the individual letters and symbols (in centimetres)?					
The colour of text and background:					
Black Vinyl lettering with white perspex background					
Will the sign be illuminated?   ● Yes ○ No					
Will the sign be illuminated internally or externally?  • Internally • Externally					

11 (b). Details of Proposed Advertisement(s) - Hanging Sign  Illuminance Levels:  1,520.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent
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)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres
What materials will the sign be made of?
Acrylic
What is the maximum height of any of the individual letters and symbols (in centimetres)?
The colour of text and background:  Black Acrylic lettering with white perspex background
Will the sign be illuminated?   ■ Yes □ No
Will the sign be illuminated internally or externally?    Internally   Externally
Illuminance Levels: 1,520.00 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)?
What is the maximum projection of the advertisement from face of building (in metres)?  0.80 m
What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres
What materials will the sign be made of?
What materials will the sign be made of?  Acrylic
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  9 cm
What materials will the sign be made of?  Acrylic
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  9 cm  The colour of text and background:
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?    Yes   No
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  • Yes • No  Will the sign be illuminated internally or externally?  • Internally • Externally  Illuminance Levels:
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally  Illuminance Levels:  1,520.00 cd/m
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Internally Externally  Illuminance Levels:  1,520.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Internally Externally  Illuminance Levels:  1,520.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent
What materials will the sign be made of?  Acrylic  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Internally Externally  Illuminance Levels:  1,520.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the maximum projection of the advertisement from face of building (in metres)?  What is the maximum projection of the advertisement?  What is the maximum projection of the proposed advertisement?  What is the maximum projection of the proposed advertisement?  What is the maximum projection of the advertisement?  What is the maximum height of any of the individual letters and symbols (in centimetres)?  9 cm				
What is the maximum height of any of the individual letters and symbols (in centimetres)?  9 cm  The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  9 Yes No  Will the sign be illuminated internally or externally?  1,520.00 cd/m  Will the illumination be static or intermittent?  1,520.00 cd/m  Will the illumination be static or intermittent?  1 (b). Details of Proposed Advertisement(s) - Hanging Sign  What is the height from the ground to the base of the advertisement (in metres)?  4.03 m  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement?  Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
The colour of text and background:  Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Internally Fixed Proposed Internally or externally?  Internally Externally  Illuminance Levels:  I,520.00 cd/m  Will the illumination be static or intermittent?  Static Intermittent  Inter				
Black Acrylic lettering with white perspex background  Will the sign be illuminated?  Pyes No  Will the sign be illuminated internally or externally?  Internally Externally  Internally Cd/m  Will the illumination be static or intermittent?  Static Intermittent  Intermittent  Intermittent  Intermittent  Intermittent  Intermittent  What is the height from the ground to the base of the advertisement (in metres)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement?  What materials will the sign be made of?  Acrylic				
Will the sign be illuminated?				
Will the sign be illuminated internally or externally?  Illuminance Levels:  1,520.00 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)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
Will the illumination be static or intermittent?  Static Intermittent  1,520.00 cd/m  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)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
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)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement?  Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
11 (b). Details of Proposed Advertisement(s) - Hanging Sign  What is the height from the ground to the base of the advertisement (in metres)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
What is the height from the ground to the base of the advertisement (in metres)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
What are the dimensions of the proposed advertisement? Height: 0.85 x Width: 0.75 x Depth: 0.01 metres  What materials will the sign be made of?  Acrylic				
What materials will the sign be made of?  Acrylic				
Acrylic				
What is the maximum height of any of the individual letters and symbols (in centimetres)?  9 cm				
The colour of text and background:				
Black Acrylic lettering with white perspex background				
Will the sign be illuminated?    Yes   No				
Will the sign be illuminated internally or externally?  • Internally • Externally				
Illuminance Levels: 1,520.00 cd/m				
Will the illumination be static or intermittent?				
11 (d). Details of Proposed Advertisement(s) - Other Sign				
Tr (a): Botaile of Proposod Navoralcomonico, Canor Olgin				
What is the height from the ground to the base of the advertisement (in metres)?				
What is the maximum projection of the advertisement from face of building (in metres)?				
What are the dimensions of the proposed advertisement? Height: 0.25 x Width: 1.18 x Depth: 0.00 metre				
What materials will the sign be made of?  PVC Free Vinyl				
What is the maximum height of any of the individual letters and symbols (in centimetres)?				
The colour of text and background:				
Black				
Will the sign be illuminated?   ☐ Yes  ☐ No				

11 (d). Details of Proposed Advertisement(s) - Other	Sian				
()(					
What is the height from the ground to the base of the advertisemen	0.00	m			
What is the maximum projection of the advertisement from face of	0.00	m			
What are the dimensions of the proposed advertisement?	1.19 x	Depth: 0.01 metres			
What materials will the sign be made of?	<u></u> ,				
Acrylic					
What is the maximum height of any of the individual letters and syr	mbols (in centimetres)?	25	cm		
The colour of text and background:					
Black Vinyl lettering with white perspex background					
Will the sign be illuminated?	Yes No				
Will the sign be illuminated internally or externally?	Internally  Externally				
Illuminance Levels:	1,520.00 cd/m				
Will the illumination be static or intermittent?	Static				
<u> </u>					
11 (d). Details of Proposed Advertisement(s) - Other	Sign				
What is the height from the ground to the base of the advertisemen	nt (in metres)?	0.00	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: 0.84 x Width:	0.59 x	Depth: 0.10 metres		
What materials will the sign be made of?					
Acrylic					
What is the maximum height of any of the individual letters and syr	mbols (in centimetres)?	12	cm		
The colour of text and background:					
Black Vinyl lettering with white perspex background					
Will the sign be illuminated?					
Will the sign be illuminated internally or externally?					
Illuminance Levels: 1,520.00 cd/m					
Will the illumination be static or intermittent?					
11 (d). Details of Proposed Advertisement(s) - Other	Sign				
What is the height from the ground to the base of the advertisemen	nt (in metres)?	0.00	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?	0.59 x	Depth: 0.10 metres			
What materials will the sign be made of?					
Acrylic					
What is the maximum height of any of the individual letters and symbols (in centimetres)?					
The colour of text and background:					
Black Vinyl lettering with white perspex background					

11 (d). Details of Proposed Advertisement(s) - Other Sign					
Will the sign be illuminated?					
Will the sign be illuminated internally or externally?	Internally    Externally				
Illuminance Levels:	1,520.00 cd/m				
Will the illumination be static or intermittent?	Static				
12. Site Visit					
12. Site visit					
Can the site be seen from a public road, public footpath, bridleway	or other public land?				
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)					
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					