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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:	<input type="text"/>	First Name:	<input type="text"/>	Surname:	<input type="text" value="ODEON Cinema Ltd"/>
Company name:	<input type="text"/>				
Street address:	<input type="text" value="6th Floor"/>				
	<input type="text" value="Lee House"/>				
	<input type="text" value="90 Great Bridgewater House"/>				
Telephone number:	<input type="text"/>				
Mobile number:	<input type="text"/>				
Town/City:	<input type="text" value="Manchester"/>				
Fax number:	<input type="text"/>				
Country:	<input type="text" value="UK"/>				
Email address:	<input type="text"/>				
Postcode:	<input type="text" value="M1 5JW"/>				
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="Andrew"/>	Surname:	<input type="text" value="Bunce"/>
Company name:	<input type="text" value="NBDA Ltd"/>				
Street address:	<input type="text" value="The Old Church Palmerston Street"/>				
	<input type="text"/>				
Telephone number:	<input type="text" value="01625575550"/>				
Mobile number:	<input type="text"/>				
Town/City:	<input type="text" value="Bollington"/>				
Fax number:	<input type="text"/>				
Country:	<input type="text"/>				
Email address:	<input type="text"/>				
Postcode:	<input type="text" value="SK10 5PX"/>				
	<input type="text" value="design@nbda-architects.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:

### 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):

- Removal of existing ODEON signage on the front elevation of existing building, replaced by illuminated mirror polished stainless steel lettering on a like for like basis.
- New illuminated stainless steel signage to be fixed on existing fascia.
- Existing projecting signage to be removed and replaced by illuminated mirror polished stainless steel lettering on new background, size and scale to match the existing.
- Existing fascia to be refurbished in a new colour to match company rebranding (RAL5003, Sapphire Blue)

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

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

### 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

## 8. Location of Advertisement(s)

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).

Existing Elevations Sheet 1 1619-SC-006  
Existing Elevations Sheet 2 1619-SC-007

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: 18/09/2017

To: 18/09/2022

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ 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)?

9.87 m

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

0.02 m

What are the dimensions of the proposed advertisement?

Height: 3.63 x

Width: 7.23 x

Depth: 0.15 metres

What materials will the sign be made of?

Acrylic with alluminium edge, mirror polished stainless steel

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

2,100 cm

The colour of text and background:

RAL5003 Sapphire Blue / polished silver

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

500.00 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)?

4.88 m

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

0.02 m

What are the dimensions of the proposed advertisement?

Height: 4.39 x

Width: 0.80 x

Depth: 0.15 metres

What materials will the sign be made of?

As existing

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

1,219 cm

The colour of text and background:

As exsiting

Will the sign be illuminated?

☒ Yes ☐ No

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

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?

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

## 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?

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)

**12. Site Visit**

☒ 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

18/09/2017