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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:	Mr	First Name:	Tony	Surname:	Brown
Company name:	AXIS Architecture				
Street address:	Talbot chambers				
	2-6 North CHurch Street			Telephone number:	
				Mobile number:	
Town/City:	Sheffield			Fax number:	
Country:				Email address:	
Postcode:	S1 2DH				
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:	Ryan	Surname:	Possnett
Company name:	AXIS Architecture				
Street address:	Talbot Chambers				
	2-6 North Church Street			Telephone number:	01142490944
				Mobile number:	
Town/City:	Sheffield			Fax number:	
Country:				Email address:	
Postcode:	S1 2DH			Ryan@axis-architecture.com	

### 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):

Installation of  
1No internally hung illuminated brand sign.  
2No sets of gold leaf lettering to internal face of glazing.  
1No internally hung menu/opening hours plaque  
3No LED marketing screens fixed to internal high level bulkhead behind glazing.

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:

### 8. Location of Advertisement(s)

Is the advertisement(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

☐

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:

31/10/2017

To:

31/10/2022

## 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)?

3.21

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: 0.33

x

Width: 1.90

x

Depth: 0.10

metres

What materials will the sign be made of?

Individually built up 3D Brass profile letters with full face illumination. Internally hung from soffit 400mm behind glazing.

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

33

cm

The colour of text and background:

Brass

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)?

0.50

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: 0.13

x

Width: 1.50

x

Depth: 0.00

metres

What materials will the sign be made of?

Individually cut 3D oiled bronzed letters, adhesivley fixed to Planters x 7

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

13

cm

The colour of text and background:

Olied Bronze

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)?	<input type="text" value="5.79"/>	m	
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.00"/>	m	
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="2,242.00"/> x	Width: <input type="text" value="1.90"/> x	Depth: <input type="text" value="0.00"/> metres
What materials will the sign be made of?			
<input type="text" value="Aluminium profile LED marketing screen x 2 with 16:9 ratio - located 1m behind glazing - benefit from deemed consent?"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="242"/>	cm	
The colour of text and background:			
<input type="text" value="Varies"/>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally	
Illuminance Levels:	<input type="text" value="1,000.00"/>	cd/m	
Will the illumination be static or intermittent?	<input type="radio"/> Static	<input checked="" type="radio"/> 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)?	<input type="text" value="5.79"/>	m	
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.00"/>	m	
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="2,424.00"/> x	Width: <input type="text" value="1.12"/> x	Depth: <input type="text" value="0.00"/> metres
What materials will the sign be made of?			
<input type="text" value="Aluminium profile LED marketing screen with 16:9 ratio - located 2m behind glazing - benefit from deemed consent?"/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="242"/>	cm	
The colour of text and background:			
<input type="text" value="Varies"/>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally	<input type="radio"/> Externally	
Illuminance Levels:	<input type="text" value="1,000.00"/>	cd/m	
Will the illumination be static or intermittent?	<input type="radio"/> Static	<input checked="" type="radio"/> 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)?	<input type="text" value="1.40"/>	m	
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.00"/>	m	
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="0.33"/> x	Width: <input type="text" value="0.47"/> x	Depth: <input type="text" value="0.00"/> metres
What materials will the sign be made of?			
<input type="text" value="Gold leaf style letters applied to internal face of glazing."/>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="9"/>	cm	
The colour of text and background:			
<input type="text" value="Gold"/>			

### 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

### 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