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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" value="Mr"/>	First Name:	<input type="text" value="Arun"/>	Surname:	<input type="text" value="Ahluwalia"/>
Company name:	<input type="text"/>				
Street address:	<input type="text" value="20, Percy Street"/>				
	<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="W1T 1DZ"/>	<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="Adam"/>	Surname:	<input type="text" value="Watts"/>
Company name:	<input type="text" value="Nigel Bird Architects"/>				
Street address:	<input type="text" value="Henry Wood House"/>				
	<input type="text" value="2 Riding House Street"/>				
	<input type="text"/>	Telephone number:	<input type="text" value="02037707571"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text" value="United Kingdom"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="W1W 7FA"/>	<input type="text" value="adam.watts@nigelbirdarchitects.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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:  First name:  Surname:

Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

### 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):

Additional external  signage is proposed to the shop front facing Percy Street,  signage on the same elevation, and external fascia signage  to the corner between Percy Street and Tottenham Court Road.

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:

- Signage adhered to inside face of shopfront plate glass band.

### 7. Type of Proposed Advertisement(s)

- Steel spectacles fixed above entrance door to 20 Percy Street.

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  No

If Yes, please provide details:

Percy Street elevation: Proposed fascia sign 1 (3.9 x 0.8 x 0 m) is already in place. Proposed fascia sign 2 (3.9 x 0.2 x 0 m) is already in place.  
Note: Corner fascia, band on shopfront [REDACTED] not yet fixed in place

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).

Reference the following:

Drawings 1562.110, 1562.111, 1562.130, 1562.131, 1562.310, 1562.311, 1562.330, 1562.331, 1562.332, 1562.333, 1562.334, 1562.335,

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: 30/10/2017

To: 29/10/2022

### 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)?

3.50 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: 0.80 x

Width: 3.90 x

Depth: 0.00 metres

What materials will the sign be made of?

Fascia

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

50 cm

The colour of text and background:

gold (text), black (background)

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Illuminance Levels:

0.00 cd/m

Will the illumination be static or 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)?

3.00 m

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

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?  Yes  No

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  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?

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?

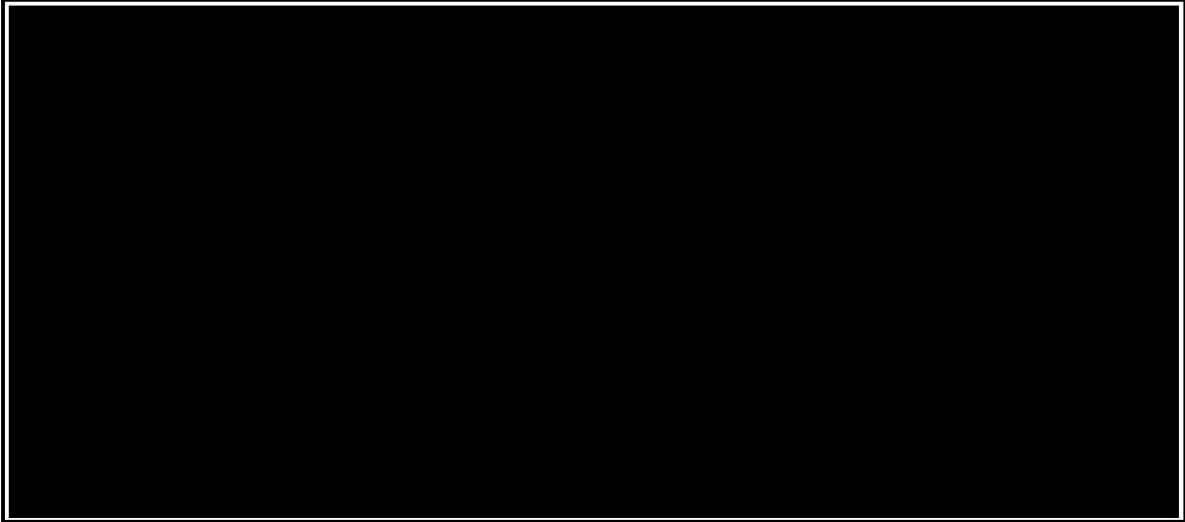
What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

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



### 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

30/10/2017