

Email: [planning@camden.gov.uk](mailto: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="Ms"/>	First Name:	<input type="text" value="Katerina"/>	Surname:	<input type="text" value="Novikova"/>
Company name:	<input type="text" value="Lady London Lash ltd t/a London Lash Pro"/>				
Street address:	<input type="text" value="114, Boundary Road"/>				
	<input type="text" value="St John's Wood"/>	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="NW8 0RH"/>	<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="Miss"/>	First Name:	<input type="text" value="Alexandra"/>	Surname:	<input type="text" value="Miller"/>
Company name:	<input type="text"/>				
Street address:	<input type="text" value="1D Northumberland Street"/>				
	<input type="text" value="Canton"/>	Telephone number:	<input type="text" value="07973282725"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="Cardiff"/>	Fax number:	<input type="text"/>		
Country:	<input type="text" value="United Kingdom"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="CF5 1LZ"/>	<input type="text" value="alex1984miller@gmail.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

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:

Dear Katerina,

Thank you for your email. As the property is outside of an article 4 area, planning permission would not be required to paint the shop front in black.

Whilst planning permission would not be required, advertisement consent would be needed from the planning department in order to display the fascia and projecting box signs proposed. Advertisement consent can be sought from the planning portal ([www.planningportal.co.uk](http://www.planningportal.co.uk)) by following the links to make an application. This will take up to 8 weeks to determine, and you should submit the following:

Completed application form (advertisement consent)

Fee (£132)

Location plan (can be purchased on the planning portal here - [https://www.planningportal.co.uk/homepage/4/buy\\_a\\_planning\\_map](https://www.planningportal.co.uk/homepage/4/buy_a_planning_map)) – should cost approximately £10-£15 and should be at a scale of 1:1250

Existing and proposed elevations (to scale, ideally 1:50)

Proposed details of signs (elevations, technical specification – to scale)

I advise that as the signs are within a conservation area, they are either non-illuminated, or externally illuminated, with the illumination level noted in the application form under the relevant section

Kind regards,

Ben

## 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):

1. Name of shop "LONDON LASH" displayed in individual lettering above the front door. Total width 2080mm. Lettering to be in brushed stainless steel, colour: gold. Depth of lettering: 30mm.
2. Projecting sign displaying shop name. Gold lettering on black background. 500mm x 400mm x 100mm.
3. Freestanding advertisement board placed on the pavement. A2 size.

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:

Freestanding advertisement board

## 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

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

If No, why has permission not been obtained?

The applicant is a leaseholder, requiring no permission from the freeholder as per their 7 year leasehold contract.

## 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

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

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Brushed stainless steel (grade 304), colour: gold

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

The colour of text and background:

Gold text, black background

Will the sign be illuminated?  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)?  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?

Aluminium

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

The colour of text and background:

Gold lettering; black 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?

Aluminium frame; PVC advertisement sheet

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

The colour of text and background:

White and gold text; black 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

29/05/2018