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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="N/A"/>
Company name:	<input type="text" value="Sainsbury's Supermarkets Ltd"/>				
Street address:	<input type="text" value="C/O Agent"/>				
	<input type="text"/>	Telephone number:	<input type="text"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text"/>	<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="Sarah"/>	Surname:	<input type="text" value="Pyne"/>
Company name:	<input type="text" value="Indigo Planning Limited"/>				
Street address:	<input type="text" value="Indigo Planning"/>				
	<input type="text" value="Aldermay House"/>	Telephone number:	<input type="text" value="02038482500"/>		
	<input type="text" value="10-15 Queen Street"/>	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="EC4N 1TX"/>	<input type="text" value="sarah.pyne@indigoplanning.com"/>			

3. Site Address Details

Full postal address of the site (including full postcode where available)

House:

Suffix:

House name:

Sainsbury's Supermarket

Street address:

241-279 Finchley Road

Swiss Cottage

Town/City:

London

Postcode:

NW3 6LU

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:

526195

Northing:

184795

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):

The display of various illuminated and non-illuminated signage associated with the introduction of an Argos concession, including: 4 illuminated fascia box signs; 1 non-illuminated welcome wall panel; 1 non-illuminated vinyl overlay to an existing totem; and 2 non-illuminated vinyls

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

Fascia sign(s)

4

Projecting or hanging sign(s)

0

Hoarding(s)

0

Other

4

Please describe:

please refer to covering letter / description of development

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

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).

Planning Portal Reference : PP-07036445

## 8. Location of Advertisement(s)

Sign E is a replacement welcome wall panel; Sign F is a replacement vinyl to an existing totem sign

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: 01/08/2018

To: 01/08/2028

## 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)?

5.25 m

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

0.13 m

What are the dimensions of the proposed advertisement?

Height: 1.00 x

Width: 1.63 x

Depth: 0.13 metres

What materials will the sign be made of?

folded aluminium

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

33 cm

The colour of text and background:

red and white (sign A)

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)?

2.00 m

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

0.12 m

What are the dimensions of the proposed advertisement?

Height: 0.65 x

Width: 1.05 x

Depth: 0.12 metres

What materials will the sign be made of?

Folded Aluminium

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

23 cm

The colour of text and background:

red and white (sign B)

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 (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 (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

**11 (d). Details of Proposed Advertisement(s) - Other Sign**

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

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:

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

green, white (sign G2)

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

08/06/2018