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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 Na	ame, Address ar	nd Contact Details			
Title: Ms	First Name:	Silla		Surname:	Bjerrum
Company name:					
Street address:	27 Corsham Street				
			Telephone numb	er:	
			Mobile number:		
Town/City:	London		Fax number:		
Country:			Email address:		
Postcode:	N1 6DR				
Are you an agent	acting on behalf of th	ne applicant?	🖲 Yes 🔾 N	lo	

2. Agent Name	, Address and C	Contact Details			
Title: Mr	First Name:	lan		Surname:	Goggin
Company name:	Gundry and Ducker	Architecture			
Street address:	3				
	Garrick Street		Telephone numb	oer: 02034	4174895
			Mobile number:		
Town/City:	LONDON		Fax number:		
Country:			Email address:		
Postcode:	WC2E 9BF		ian@gundryduc	ker.com	

3. Site Addres	ss Details		
Full postal addre	ess of the site (including full postcode where avai	lable) Description:	
House:	Suffix:		
House name:	52-56		
Street address:	New Oxford Street		
Town/City:	London		
Postcode:	WC1A 1ES		
	ocation or a grid reference eted if postcode is not known):		
Easting:	530080		
Northing:	181461		
4. Pre-applica	ation Advice		
Has assistance (or prior advice been sought from the local author	ity about this application?	🔾 Yes 💿 No
5. Neighbour	and Community Consultation		
Have you consul	Ited your neighbours or the local community abo	ut the proposal?	🔾 Yes 💿 No
6 Authority F	Employee/Member		
o. Authority E	cilipioyee/member		
	he Authority, I am:		
(b) an e		any of these statements apply to you?	🔾 Yes 💿 No
()	ted to a member of staff ted to an elected member		
7. Type of Pro	oposed Advertisement(s)		
Please describe	the proposed advertisement(s):		
3 externally illur	ninated projecting signs. 1 hand painted sign over	er entrance door. 2 internally illuminated	hanging signs situated behind glazing. 3 fixed
	ade. 6 vinyl graphics applied to inside of glazing e following type of advertisements are you applyi	ng for?	
Fascia sign(s)	Image: The second sec		0 Other 9
Please describe:			
3 Fixed awning	panels graphics to inside of glazing		
8. Location o	f Advertisement(s)		
Is the advertisen	nent(s) you are applying for already in place?		🔾 Yes 💿 No
Is an existing ad	vertisement(s) to be removed and replaced by th	e advertisement(s) in this proposal?	🔾 Yes 💿 No 🔾 Not Applicable

8. Location of Advertisement(s)
Will the proposed advertisement(s) project over a footpath or other public highway?
9. Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From: 12/06/2018 To: 12/06/2023
10. Interest in the Land
Does the applicant own the land or buildings where the adverts are to be placed?
If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? Set I was a set of the owner of the display of an I was a set of the owner own
11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)? 3.48
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: 0.00 x Width: 0.00 x Depth: 0.00 metres
What materials will the sign be made of?
Paint applied directly to landlord's rendered fascia
What is the maximum height of any of the individual letters and symbols (in centimetres)? 18 cm
The colour of text and background:
Indigo blue text on landlord's magnolia wall
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 (b). Details of Proposed Advertisement(s) - Hanging Sign
What is the height from the ground to the base of the advertisement (in metres)? 2.74 m
What is the maximum projection of the advertisement from face of building (in metres)? 0.68 m
What are the dimensions of the proposed advertisement? Height: 0.60 x Width: 0.60 x Depth: 0.08 metres
What materials will the sign be made of?
Powdercoated aluminium with polished stainless steel brackets. Vinly graphic applied to both faces
What is the maximum height of any of the individual letters and symbols (in centimetres)? 40 cm
The colour of text and background: Blue text and logo on light grey background
Will the sign be illuminated?
Will the sign be illuminated internally or externally?

11 (b). Details of Proposed Advertisement(s) - Hangi	g Sign	
Illuminance Levels:	0.00 cd/m	
Will the illumination be static or intermittent?	Static Q Intermittent	
11 (b). Details of Proposed Advertisement(s) - Hangi	g Sign	
What is the height from the ground to the base of the advertisemen	(in metres)?	
What is the maximum projection of the advertisement from face of b	uilding (in metres)?	
What are the dimensions of the proposed advertisement?	Height: 0.60 x Width: 0.60 x Depth: 0.08	metres
What materials will the sign be made of?		-
Powdercoated aluminium with polished stainless steel brackets. Vi	ly graphic applied to both faces	
What is the maximum height of any of the individual letters and sym	pols (in centimetres)?	
The colour of text and background: Blue text and logo on light grey background		
Will the sign be illuminated?	Yes O No	
Will the sign be illuminated internally or externally?	Internally Externally	
Illuminance Levels:	0.00 cd/m	
Will the illumination be static or intermittent?	Static Q Intermittent	
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11 (b). Details of Proposed Advertisement(s) - Hangi	g Sign	
What is the height from the ground to the base of the advertisemen	(in metres)?	
What is the maximum projection of the advertisement from face of b	uilding (in metres)?	
What are the dimensions of the proposed advertisement?	leight: 0.60 x Width: 0.60 x Depth: 0.08	metres
What materials will the sign be made of?		
Powdercoated aluminium with polished stainless steel brackets. Vi	ly graphic applied to both faces	
What is the maximum height of any of the individual letters and sym	pols (in centimetres)? 40 cm	
The colour of text and background: Blue text and logo on light grey background		
Will the sign be illuminated?	Yes Q No	
Will the sign be illuminated internally or externally?	 Internally Externally 	
Illuminance Levels:	0.00 cd/m	
Will the illumination be static or intermittent?	Static Q Intermittent	
11 (b). Details of Proposed Advertisement(s) - Hangi	g Sign	
What is the height from the ground to the base of the advertisemen	(in metres)?	
What is the maximum projection of the advertisement from face of b		
	Height: 0.25 x Width: 1.00 x Depth: 0.10	metres
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g Sign		
bols (in centimetres)?	9] cm
💿 Yes 🔾 No		
Internally Q Externally		
300.00 cd/m		
Static Q Intermittent		
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(in metres)?	2.11] m
uilding (in metres)?	0.00] m
Height: 0.25 x Width:	1.00 x	Depth: 0.10 metres
<u></u>		
bols (in centimetres)?	9	cm
	 Yes No Internally Externally 300.00 cd/m Static Intermittent g Sign (in metres)? uilding (in metres)? Height: 0.25 x Width: [bols (in centimetres)? 9 Yes No Internally Externally 300.00 cd/m 300.00 cd/m Static Intermittent g Sign (in metres)? 1.11 uilding (in metres)? 0.00 Height: 0.25 x Width: 1.00 x

Will the sign be illuminated?	
Will the sign be illuminated internally or externally?	Internally Q Externally
Illuminance Levels:	300.00 cd/m
Will the illumination be static or intermittent?	Static O Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign		
	0.74	
What is the height from the ground to the base of the advertisement (in metres)?	2.74	m
What is the maximum projection of the advertisement from face of building (in metres)?	0.21	m
	0.21	
What are the dimensions of the proposed advertisement?Height:0.98xWidth:	4.65 x	Depth: 0.21 metres
What materials will the sign be made of?		
Awning fabric and powdercoated steel frame		
What is the maximum height of any of the individual letters and symbols (in centimetres)?	17	cm
The colour of text and background:		
Off white text on indigo blue background		
Will the sign be illuminated?		

11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)? 2.81 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.98 x Width: 3.91 x Depth: 0.21 metres
What materials will the sign be made of?
Awning fabric and powdercoated steel frame
What is the maximum height of any of the individual letters and symbols (in centimetres)? 17 cm
The colour of text and background:
Off white text on indigo blue background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)? 2.81 m
What is the maximum projection of the advertisement from face of building (in metres)? 0.21 m
What are the dimensions of the proposed advertisement? Height: 0.98 x Width: 4.95 x Depth: 0.21 metres
What materials will the sign be made of?
Awning fabric and powder coated steel frame
What is the maximum height of any of the individual letters and symbols (in centimetres)? 17 cm
The colour of text and background:
Off white text on indigo blue background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
··· (<i>u</i>):
What is the height from the ground to the base of the advertisement (in metres)? 0.93 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 1.30 x Width: 1.52 x Depth: 0.00 metres
What materials will the sign be made of? Opaque vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 95 cm
The colour of text and background:
Indigo blue. No background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)? 1.68 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: 0.61 x Width: 0.71 x Depth: 0.00 metres

What materials will the sign be made of?

11 (d). Details of Proposed Advertisement(s) - Other Sign
Opaque Vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 45 cm
The colour of text and background:
Indigo blue. No background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)?
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: 0.85 x Width: 0.74 x Depth: 0.00 metres
What materials will the sign be made of?
Opaque vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 7 cm
The colour of text and background:
Off white text. No background
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)?
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: 1.27 x Width: 0.95 x Depth: 0.00 metres
What materials will the sign be made of?
Opaque vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 98 cm
The colour of text and background:
Indigo blue
Will the sign be illuminated?
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 1.42 x Width: 1.66 x Depth: 0.00 metres
What materials will the sign be made of?
What is the maximum height of any of the individual letters and symbols (in centimetres)? 105 cm
The colour of text and background:
Indigo blue text. No background

11 (d). Details of Proposed Advertisement(s) - Other Sign
Will the sign be illuminated?
11 (d) Details of Pronessed Advertisement(s). Other Sign
11 (d). Details of Proposed Advertisement(s) - Other Sign
What is the height from the ground to the base of the advertisement (in metres)?
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.84 x Width: 0.74 x Depth: 0.00 metres
What materials will the sign be made of? Opaque vinyl
What is the maximum height of any of the individual letters and symbols (in centimetres)? 7 cm
The colour of text and background: Off white text. No background
Will the sign be illuminated? Q Yes No
12. Site Visit
Can the site be seen from a public road, public footpath, bridleway or other public land?
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.