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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 Advertisements) (England) 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. Site Address

Number	171
Suffix	
Property name	
Address line 1	Finchley Road
Address line 2	
Address line 3	
Town/city	London
Postcode	NW3 6LB
Description of site location must be completed if postcode is not known:	
Easting (x)	526419
Northing (y)	184522
Description	

2. Applicant Details

Title	Mr
First name	William
Surname	Scoullar
Company name	Specsavers Opticians
Address line 1	Cirrus House
Address line 2	10 Experian Way
Address line 3	
Town/city	Nottingham

2. Applicant Details

Country	
Postcode	NG2 1EP
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title	Other
Other	
First name	Fisch
Surname	Design
Company name	Fisch Design Ltd
Address line 1	Fisch Design Ltd
Address line 2	Unit 3 Heritage Business Centre
Address line 3	Derby Road
Town/city	Belper
Country	United Kingdom
Postcode	DE56 1SW
Primary number	01773828222
Secondary number	
Fax number	
Email	kate@fischdesign.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1no. internally illuminated fascia panel sign with acrylic logo and lettering and 1no. non illuminated hanging/projecting sign. Please see signage scheme in supporting documents.

Please select the sign types you wish to propose

- ☒ Fascia sign
- ☒ Hanging sign
- ☐ Hoarding sign
- ☐ Other sign

Fascia Sign

4. Type of Proposed Advertisement(s)

Fascia sign: 1	
What is the height from the ground to the base of the advertisement?	3.09 metre(s)
What is the maximum projection of the advertisement from face of building?	0.16 metre(s)
Dimension:	Height: 1.55 x Width: 5.36 x Depth: 0.16 metre(s)
What materials will the sign be made of? Aluminium, acrylic	
What is the maximum height of any of the individual letters and symbols?	243 cm
The colour of text and background Specsavers Green background with grey lettering and Specsavers Dark Green pod logo with white lettering	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	530 cd/m2
Will the illumination be static or intermittent?	Static

Hanging Sign

Hanging sign: 1	
What is the height from the ground to the base of the advertisement?	2.63 metre(s)
What is the maximum projection of the advertisement from face of building?	0.92 metre(s)
Dimension:	Height: 0.34 x Width: 0.16 x Depth: 0.92 metre(s)
What materials will the sign be made of? Steel arm, aluminium, acrylic	
What is the maximum height of any of the individual letters and symbols?	130 cm
The colour of text and background Specsavers Green background with white lettering	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	530 cd/m2
Will the illumination be static or intermittent?	Static

5. 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

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

19/12/2018

To

24/10/2023

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

8. 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

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

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. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. 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 (cannot be pre-application)

24/10/2018