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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	<input type="text" value="29"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Novel House"/>
Address line 1	<input type="text" value="New End"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW3 1JD"/>

Description of site location must be completed if postcode is not known:

Easting (x)	<input type="text" value="526472"/>
Northing (y)	<input type="text" value="186023"/>

Description

#### 2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="C/O Agent"/>
Company name	<input type="text" value="New End LLP"/>
Address line 1	<input type="text" value="C/O Agent"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country	
Postcode	
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Miss
First name	Tara
Surname	Kemmitt
Company name	Savills
Address line 1	33
Address line 2	Margaret Street
Address line 3	
Town/city	LONDON
Country	
Postcode	W1G 0JD
Primary number	02073308605
Secondary number	
Fax number	
Email	tara.kemmitt@savills.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of non-illuminated hoarding advertisement on New End street frontage.
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Please select the sign types you wish to propose

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

Hoarding Sign

Hoarding sign: 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)

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

Hoarding sign: 1	
What is the maximum projection of the advertisement from face of building?	0.01 metre(s)
Dimension:	Height: 2.47 x Width: 32.12 x Depth: 0.03 metre(s)
What materials will the sign be made of?	
Printed dibond panels	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background	
White text and teal background (Pantone ref 3165)	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

#### 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☒ Yes ☐ No

If yes, please provide details

This application seeks to extend the temporary advertisement consent granted in December 2016 (ref: 2016/6520/A.)

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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

The application is supported by drawings illustrating the location of the advertisements.

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	01/01/2019
To	01/01/2020

#### 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

## 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)

13/11/2018