

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 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="251"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Tottenham Court Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="W1T 7RB"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="529768"/>
Northing (y)	<input type="text" value="181509"/>
Description	<input type="text"/>

#### 2. Applicant Details

Title	<input type="text" value="Miss"/>
First name	<input type="text" value="Rebecca"/>
Surname	<input type="text" value="Greenwood"/>
Company name	<input type="text" value="Cath Kidston"/>
Address line 1	<input type="text" value="Cath Kidston"/>
Address line 2	<input type="text" value="125-135 Freston Road"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	United Kingdom
Postcode	W10 6TH
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Ms
First name	Rebecca
Surname	Greenwood
Company name	
Address line 1	Cath Kidston
Address line 2	125-135 Freston Road
Address line 3	
Town/city	London
Country	United Kingdom
Postcode	W10 6TH
Primary number	07132456789
Secondary number	
Fax number	
Email	rebecca.greenwood@cathkidston.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Illuminated projecting sign in Cath Kidston blue to both sides with red lettering and navy tagline, bronze frame to sit with grilles on building fascia. In line with sizing of existing projecting signs on the same street.

Please select the sign types you wish to propose

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

Hanging Sign

Hanging sign: 1	
What is the height from the ground to the base of the advertisement?	3.736 metre(s)

4. Type of Proposed Advertisement(s)

Hanging sign: 1	
What is the maximum projection of the advertisement from face of building?	0.917 metre(s)
Dimension:	Height: 0.6 x Width: 0.8 x Depth: 0.3 metre(s)
What materials will the sign be made of?  Powdercoated mild steel with metal frame, acrylic logo for illumination	
What is the maximum height of any of the individual letters and symbols?	17 cm
The colour of text and background  Background: BS 18E49, Cath Kidston Logo: Red Acrylic pantone 199C, 'Est London 1993' pantone 646C, frame in antique bronze	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	233 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

To

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)

02/01/2019