

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="226"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Camden High Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW1 8QS"/>

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

Easting (x)	<input type="text" value="528798"/>
Northing (y)	<input type="text" value="184075"/>

Description

#### 2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Chris"/>
Surname	<input type="text" value="Baker"/>
Company name	<input type="text" value="McDowalls"/>
Address line 1	<input type="text" value="54-56 Barking Rd, East Ham"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

## 2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="E6 3BP"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

No Agent details were submitted for this application

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement LED display

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?

4 metre(s)

What is the maximum projection of the advertisement from face of building?

0.3 metre(s)

Dimension:

Height: 4 x Width: 2.5 x Depth: 0.3 metre(s)

What materials will the sign be made of?

Aluminium and plastic

What is the maximum height of any of the individual letters and symbols?

100 cm

The colour of text and background

Various sequential static images

Will the sign be illuminated?

Yes

Will the sign be illuminated internally or externally?

Internally Illuminated

Illuminance levels

300 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

## 5. Location of Advertisement(s)

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

removal of existing LED screen at first floor level

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)

11/02/2019