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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"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="131-133"/>
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 7JR"/>

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

Easting (x)	<input type="text" value="528958"/>
Northing (y)	<input type="text" value="183682"/>

Description

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="James"/>
Surname	<input type="text" value="Lowe"/>
Company name	<input type="text" value="Aldi Store Ltd - Chelmsford"/>
Address line 1	<input type="text" value="Sheepcotes"/>
Address line 2	<input type="text" value="Springfield Business Park"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Chelmsford"/>

2. Applicant Details

Country	United Kingdom
Postcode	CM2 5AS
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	Vanisha
Surname	Saini
Company name	The Harris Partnership
Address line 1	101 London Road
Address line 2	101 London Road
Address line 3	
Town/city	Reading
Country	United Kingdom
Postcode	RG1 5BY
Primary number	01189507700
Secondary number	
Fax number	
Email	VanishaSaini@harrispartnership.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

A total of 8 advertisement signs consisting of a mixture of illuminated and non illuminated signs.

Please select the sign types you wish to propose

- Fascia sign
 Hanging sign
 Hoarding sign
 Other sign

Other Sign

Other sign: 1

What is the height from the ground to the base of the advertisement?

2.75 metre(s)

4. Type of Proposed Advertisement(s)

Other sign: 1	
What is the maximum projection of the advertisement from face of building?	0.002 metre(s)
Dimension:	Height: 0.18 x Width: 0.9 x Depth: 0.002 metre(s)
What materials will the sign be made of? High quality white screen printed vinyl letters spelling 'Camden' on blue background	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background White text	
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?	

Other sign: 2	
What is the height from the ground to the base of the advertisement?	2.65 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.03 x Width: 14.23 x Depth: 0.12 metre(s)
What materials will the sign be made of? Single Sided Flex-faced Fascia Panel	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Pantone 281 Blue	
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?	

Other sign: 3	
What is the height from the ground to the base of the advertisement?	2.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.9 x Width: 3.13 x Depth: 0.1 metre(s)
What materials will the sign be made of? Four individual fabricated perspex letters spelling 'ALDI'	
What is the maximum height of any of the individual letters and symbols?	90 cm
The colour of text and background white letters	
Will the sign be illuminated?	Yes

4. Type of Proposed Advertisement(s)

Other sign: 3	
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	114 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 4	
What is the height from the ground to the base of the advertisement?	2.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.002 metre(s)
Dimension:	Height: 0.18 x Width: 1.2 x Depth: 0.002 metre(s)
What materials will the sign be made of? Screen printed white lettering spelling 'Open Daily'	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background White	
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?	

Other sign: 5	
What is the height from the ground to the base of the advertisement?	2.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 0.9 x Width: 0.75 x Depth: 0.12 metre(s)
What materials will the sign be made of? High quality single faced, aluminium signcase with screen printed polycarbonate of colour logo and 'ALDI' lettering	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background Five colour screen printed logo and white lettering spelling 'ALDI' on blue background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	55.7 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 6	
What is the height from the ground to the base of the advertisement?	2.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)

4. Type of Proposed Advertisement(s)

Other sign: 6	
Dimension:	Height: 0.9 x Width: 0.8 x Depth: 0.15 metre(s)
What materials will the sign be made of? High quality single faced, aluminium signcase with screen polycarbonate of colour logo and 'ALDI' on blue background	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Five colour insert and Anthracite Grey (RAL 7016) signcase	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	55.7 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 7	
What is the height from the ground to the base of the advertisement?	0.12 metre(s)
What is the maximum projection of the advertisement from face of building?	0.002 metre(s)
Dimension:	Height: 2.1 x Width: 0.94 x Depth: 0.002 metre(s)
What materials will the sign be made of? High quality colour screen printed vinyl on glazed surface	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background Full colour screen printed vinyl graphic, containing union jack, Aldi logo and opening hours information	
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?	

Other sign: 8	
What is the height from the ground to the base of the advertisement?	0.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0.002 metre(s)
Dimension:	Height: 0.9 x Width: 0.75 x Depth: 0.002 metre(s)
What materials will the sign be made of? High quality colour screen printed vinyl on glazed surface	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Five colour screen printed graphic logo	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	

4. Type of Proposed Advertisement(s)

Other sign: 8

Illuminance levels

0 cd/m2

Will the illumination be static or intermittent?

If you have selected Other, please describe

A total of 8 advertisement signs consisting of a mixture of illuminated and non illuminated signs.

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

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

Reference Image (figure 1) in 2423 -CHE-AD01 0119

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

01/05/2019

To

01/05/2024

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)

11/03/2019