

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"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Gezellig"/>
Address line 1	<input type="text" value="193-197 High Holborn"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC1V 7BD"/>

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

Easting (x)	<input type="text" value="530363"/>
Northing (y)	<input type="text" value="181445"/>

Description

#### 2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="Paculla Annia Ltd T/A Gezellig"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="Gezellig"/>
Address line 2	<input type="text" value="193-197 High Holborn"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

## 2. Applicant Details

Country	
Postcode	WC1V 7BD
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

Title	Mr
First name	Alistair
Surname	Grills
Company name	Alistair Grills Associates
Address line 1	4 Chisholm Road
Address line 2	
Address line 3	
Town/city	Richmond
Country	United Kingdom
Postcode	TW10 6JH
Primary number	02089402284
Secondary number	
Fax number	
Email	AGA.plan@dial.pipex.com

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1No externally lit projecting sign announcing name of restaurant beside main entrance.  
2No menu boards with LED lighting to illuminate menus, one either side of entrance.

Please select the type(s) of advertising you are proposing:

- Fascia sign(s)  
 Projecting or hanging sign(s)  
 Hoarding(s)  
 Other type(s)

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1

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

2.425 metre(s)

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

Projecting or hanging sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.7 metre(s)
Dimension:	Height: 0.3 x Width: 0.6 x Depth: 0.005 metre(s)
What materials will the sign be made of? Satin Gold Rimex (stainless steel with a brushed gold finish) sign with supporting bracket of black-painted metal square hollow section also housing light fitting	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Text in black, background in brushed brass effect Rimex	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	50 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): Please add details of each proposed advertisement

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	1.26 metre(s)
What is the maximum projection of the advertisement from face of building?	0.06 metre(s)
Dimension:	Height: 0.78 x Width: 0.352 x Depth: 0.05 metre(s)
What materials will the sign be made of? Menu frames to comprise brass on steel back tray with toughened glass windows to view menus	
What is the maximum height of any of the individual letters and symbols?	1 cm
The colour of text and background menus written in black on white background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	40 cd/m2
Will the illumination be static or intermittent?	Static

Please describe each of the 'Other type(s)' of advertising proposed

2No Menu boards - one positioned to either side of main entrance on site of previous menu boards. Each menu board to have polished brass frame mounted on rigid stainless steel back tray and to be fully sealed with toughened security glass locking door. Menus to be illuminated by LED lighting located behind frame within each enclosure.

#### 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

## 5. Location of Advertisement(s)

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

18/04/2019

To

18/04/2024

## 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?

- 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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First name

Surname

Reference

Date (Must be pre-application submission)

Details of the pre-application advice received

As a projecting sign and 2No menu boards had previously been located on the street frontage, the re-use of the same locations is acceptable. The external illumination of the projecting sign from a single light source and the discreet LED lighting of the menu boards is also acceptable.

## 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

## 11. Authority Employee/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)

16/04/2019