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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	30
Suffix	
Property name	
Address line 1	Monmouth Street
Address line 2	
Address line 3	
Town/city	London
Postcode	WC2H 9HA
Description of site location must be completed if postcode is not known:	
Easting (x)	530049
Northing (y)	181072
Description	

2. Applicant Details

Title	Ms
First name	Helen
Surname	Clissett
Company name	Caffe Nero
Address line 1	3 Neal St
Address line 2	London
Address line 3	
Town/city	London

2. Applicant Details

Country	
Postcode	WC2 9PU
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	
First name	Iain
Surname	Hope
Company name	Cobalt
Address line 1	7 The Old Woodyard
Address line 2	Silverstone
Address line 3	
Town/city	Towcester
Country	United Kingdom
Postcode	NN12 8DH
Primary number	07890972986
Secondary number	
Fax number	
Email	iain@cobaltcommunications.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replace existing awnings and trough illuminated projecting signage on a like for like basis
Fit new trough illuminated fascia sign above front doors

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 fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.728 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.035 metre(s)
Dimension:	Height: 0.57 x Width: 3.345 x Depth: 0.035 metre(s)
What materials will the sign be made of? Aluminium and zinc	
What is the maximum height of any of the individual letters and symbols?	32 cm
The colour of text and background Light blue panel, with dark zinc and white letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

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?	2.869 metre(s)
What is the maximum projection of the advertisement from face of building?	0.7 metre(s)
Dimension:	Height: 0.45 x Width: 0.6 x Depth: 0.033 metre(s)
What materials will the sign be made of? Aluminium and vinyl with a mild steel bracket	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background Light blue background with black and white lettering	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	2.95 metre(s)
What is the maximum projection of the advertisement from face of building?	1.5 metre(s)
Dimension:	Height: 1.5 x Width: 4.027 x Depth: 0.2 metre(s)
What materials will the sign be made of? steel, fabric and hardwood	
What is the maximum height of any of the individual letters and symbols?	50 cm

4. Type of Proposed Advertisement(s)

Other type(s): 1	
The colour of text and background	
Light blue canvas with black and ivory letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	3.15 metre(s)
What is the maximum projection of the advertisement from face of building?	1.5 metre(s)
Dimension:	Height: 1.5 x Width: 5.195 x Depth: 0.2 metre(s)
What materials will the sign be made of?	
Steel, fabric and hardwood	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background	
Light blue canvas with black and ivory letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

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

Metal framed and fabric fixed awnings

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	10/05/2019
To	09/05/2024

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?

- ☒ 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)

25/04/2019