

Email: 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	23		
Suffix			
Property name	Waitrose & Partners		
Address line 1	Brunswick Centre		
Address line 2			
Address line 3			
Town/city	London		
Postcode	WC1N 1AF		
Description of site location must be completed if postcode is not known:			
Easting (x)	530226		
Northing (y)	182351		
Description			

2. Applicant Details		
Title		
First name	Waitrose	
Surname	Waitrose	
Company name		
Address line 1	171 Victoria Street	
Address line 2		
Address line 3		
Town/city	London	

2. Applicant Details

Country	
Postcode	SW1E 5NN
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant?

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🖲 Yes 🛛 🔍 No

3. Agent Details	
Title	Mr
First name	Chris
Surname	Davies
Company name	Integrity
Address line 1	Allingham Barn
Address line 2	Summerhill Road
Address line 3	
Town/city	MARDEN
Country	United Kingdom
Postcode	TN12 9DB
Primary number	01622831238
Secondary number	
Fax number	
Email	chris.davies@integrity.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One new fascia and one new projecting sign. 4 new panel signs with new vinyl installed onto the building as well. We have four sets of replacement building etters with replacement vinyl as well. We are also removing 4 signs as well.		
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?	0 metre(s)	

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0 x Width: 0 x Depth: 0 metre(s)
What materials will the sign be made of?	
Please see attached signage pack for further details	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Please see attached signage pack for further details	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static
Will the illumination be static or intermittent? ease add details of each proposed projecting or hanging sign Projecting or hanging sign(s): 1	Static
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Other type(s): Please add details of each proposed advertisement

Will the illumination be static or intermittent?

Other type(s): 1		
What is the height from the ground to the base of the advertisement?	0 metre(s)	
What is the maximum projection of the advertisement from face of building?	0 metre(s)	
Dimension:	Height: 0 x Width: 0 x Depth: 0 metre(s)	
What materials will the sign be made of? Please see attached signage pack for further details		
What is the maximum height of any of the individual letters and symbols?	0 cm	

Static

4	. Type of Propos	ed Advertisement(s)		
	Other type(s): 1			
	The colour of text and	d background		
	Please see attached	signage pack for further details		
	Will the sign be illumi	nated?	No	
	Will the sign be illumi	nated internally or externally?		
	Illuminance levels		0 cd/m2	
	Will the illumination b	e static or intermittent?		
	Please describe each of the 'Other type(s)' of advertising proposed Please see attached signage pack for further details			
5	. Location of Adv	vertisement(s)		
ls	Is the advertisement(s) you are applying for already in place?			
ls	Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?			ONO ONOT Applicable
lf C	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			
Ν	New signs are a reference in green with replacement signs in orange. Removal signs are in red.			
V	Will the proposed advertisement(s) project over a footpath or other public highway?			◯ No
	. Advertisement(s) Period d of time for which consent is sought for the advertisement		
	From	23/05/2019		
т	ō	23/05/2024		
7	7. Neighbour and Community Consultation			
ŀ	lave you consulted you	ur neighbours or the local community about the proposal?	Q Yes	No
8	. Site Visit			
C	Can the site be seen fro	om a public road, public footpath, bridleway or other public land?	Yes	◯ No
lf	f the planning authority	r 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?

10. Interest In the LandDoes the applicant own the land or buildings where the adverts are to be placed?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 ⊛ Yes	_
 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.

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