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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" value="52"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Bedford Row"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC1R 4LR"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530889"/>
Northing (y)	<input type="text" value="181693"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text"/>
Surname	<input type="text" value="Maszni"/>
Company name	<input type="text" value="wework"/>
Address line 1	<input type="text" value="10 Devonshire Square"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	
Postcode	EC2M 4AE
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Mrs
First name	Gemma
Surname	Partridge
Company name	MG Signs Limited
Address line 1	MG Signs Lintied
Address line 2	Pondwood Close
Address line 3	Moulton Park
Town/city	Northampton
Country	Northants
Postcode	NN3 6RT
Primary number	01604493226
Secondary number	
Fax number	
Email	Gemma.Partridge@mgsigns.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Company branded signage on company land.
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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?	3.25 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.168 x Width: 1.375 x Depth: 0.005 metre(s)
What materials will the sign be made of? P1 - x1 set of 5mm flat externally LED lit illuminated opal acrylic logo letters, fixed via standoff fixings between windows. With trough lighting.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3.25 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.168 x Width: 1.375 x Depth: 0.005 metre(s)
What materials will the sign be made of? P2 - x1 set of 5mm flat externally LED lit illuminated opal acrylic logo letters, fixed via standoff fixings between windows. With trough lighting.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.004 metre(s)
Dimension:	Height: 0.29 x Width: 0.53 x Depth: 0.003 metre(s)
What materials will the sign be made of? P4- 3mm brushed brass plaque with raised text and border, acid etched and in-filled n black.	
What is the maximum height of any of the individual letters and symbols?	6 cm

4. Type of Proposed Advertisement(s)

Fascia sign(s): 3	
The colour of text and background brass and black	
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?	

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	5.66 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 2.865 x Width: 0.612 x Depth: 0.07 metre(s)
What materials will the sign be made of? P5- Set of built up internally illuminated logo letters (day/night acrylic) fitted vertically to side of building.	
What is the maximum height of any of the individual letters and symbols?	62 cm
The colour of text and background white/black- day/night	
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

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?	2.65 metre(s)
What is the maximum projection of the advertisement from face of building?	0.71 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.03 metre(s)
What materials will the sign be made of? P3 - Double sided 2mm fabricated aluminium projection hanging sign with vinyl graphics to face, externally lit via LED trough light.	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background black and white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2

4. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 1	
Will the illumination be static or intermittent?	

Projecting or hanging sign(s): 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?	0.71 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.03 metre(s)
What materials will the sign be made of? P6 - Double sided 2mm fabricated aluminium projection hanging sign with vinyl graphics to face, externally lit via LED trough light.	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background black and white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 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

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	<input type="text" value="15/07/2019"/>
To	<input type="text" value="15/07/2024"/>

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

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)

15/07/2019