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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="151"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Shop And Premises At Ground Floor East"/>
Address line 1	<input type="text" value="Shaftesbury Avenue"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC2H 8AL"/>

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

Easting (x)	<input type="text" value="529995"/>
Northing (y)	<input type="text" value="181172"/>

Description

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Spencer"/>
Surname	<input type="text" value="Craig"/>
Company name	<input type="text" value="Healthy Retail Ltd"/>
Address line 1	<input type="text" value="C/o Agent"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

Are you an agent acting on behalf of the applicant?

Yes No

3. Agent Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Jonathan"/>
Surname	<input type="text" value="Orchard"/>
Company name	<input type="text" value="The Fruitful Design Consultancy Ltd"/>
Address line 1	<input type="text" value="Chiltern House"/>
Address line 2	<input type="text" value="Waterside"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Chesham"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="HP5 1PS"/>
Primary number	<input type="text" value="01494771512"/>
Secondary number	<input type="text" value="07968028019"/>
Fax number	<input type="text"/>
Email	<input type="text" value="jmo@befruitful.co.uk"/>

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Removal of existing fascia and projecting signs and replacement with new. Signcase in blue spray finished aluminium with fret cut face backed in opal acrylic and internally illuminated by way of LED. Built up letters reading 'Pure' mounted on fascia panel with illuminated face and halo illumination to rear. 1 no internally illuminated projecting signs. All of similar scale to existing.

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?

2.7 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.659 x Width: 6 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM FASCIA PANEL. FACE FRET CUT TO REAR 'DELICIOUSLY GOOD' AND REFRESHINGLY FAST' WITH TEXT IN OPAL ACRYLIC. STATIC INTERNAL ILLUMINATION TO LETTERS BY WAY OF WARM WHITE LED'S. PURE BUILT UP LETTER WITH INTERNAL ILLUMINATION TO FACE AND HALO ILLUMINATION TO REAR. ILLUMINATION BY WAY OF STATIC WARM WHITE LED	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background WHITE TEXT OVER BLUE PANEL	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 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?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.735 metre(s)
Dimension:	Height: 0.65 x Width: 0.1 x Depth: 0.735 metre(s)
What materials will the sign be made of? PROJECTING SIGN - DESCALED STAINLESS STEEL FRAME SPRAY FINISHED BLUE. ACRYLIC FACE WITH BLUE VINYL APPLIED TO REVERSE FACE WITH CUT OUTS TO LETTERS	
What is the maximum height of any of the individual letters and symbols?	13 cm
The colour of text and background WHITE TEXT OVER BLUE BACKGROUND	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally 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

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

LOCATION AND BLOCK PLANS DRWG PURE.507.23
EXISTING AND PROPOSED SHOPFRONT ELEVATIONS - DRWG PURE.507.20 REV B

5. Location of Advertisement(s)

SIGNAGE DETAILS - DRWG PURE.507.21

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

01/09/2019

To

30/08/2024

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)

12/08/2019