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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

Suffix

Property name

Address line 1

Address line 2

Address line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

#### 2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	
Postcode	NW3 6UG
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	Charlotte
Surname	Wellbelove
Company name	Design Squared Ltd
Address line 1	International House
Address line 2	Canterbury Crescent
Address line 3	Brixton
Town/city	London
Country	United Kingdom
Postcode	SW9 7QE
Primary number	02077397287
Secondary number	
Fax number	
Email	charlotte.wellbelove@design-2.co.uk

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

New signage for a new bakery facility at 79-81 Heath Street, London  
2no. projecting signs, 3no. awnings

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?

2.8 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?	0.8 metre(s)
Dimension:	Height: 0.45 x Width: 0.1 x Depth: 0.8 metre(s)
What materials will the sign be made of? Aluminium, acrylic, LED light	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background Black text, white background	
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

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?	3.5 metre(s)
What is the maximum projection of the advertisement from face of building?	1.8 metre(s)
Dimension:	Height: 3.5 x Width: 3.6 x Depth: 0.2 metre(s)
What materials will the sign be made of? Sage green fabric, water-resistant, dirt proof, UPF+50 sun protected, aluminium frame	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Black text, sage green background	
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?	

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

Electrically Operated Commercial Folding Arm Awning

#### 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

Please refer to to image DSC\_0862.jpg, Sign 1.jpg and Sign 2.jpg showing the existing facade after Frank Knight vacated the premises. The bakery signage will be located centrally on the fascia board as before. The projecting sign will be replaced with new in the same location as before.

## 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

02/09/2019

To

02/09/2024

## 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

## 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)

09/08/2019