

Email: [planning@camden.gov.uk](mailto: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	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Kingsway fruit"/>
Address line 1	<input type="text"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>
Postcode	<input type="text"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530566"/>
Northing (y)	<input type="text" value="181424"/>

Description

Fruit stand outside of Kingsway entrance of Church of St Anselm and St Cecilia, Holborn, London WC2A 3JA. The stand itself is on Kingsway.

#### 2. Applicant Details

Title	<input type="text" value="Mrs"/>
First name	<input type="text" value="hayley"/>
Surname	<input type="text" value="whitehorn"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="53 neal street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country

Postcode

WC2H 9PJ

Primary number

Secondary number

Fax number

Email address

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

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisement is to cover each face of the unit in a vinyl sticker. The sticker will display an image of the bananas that we sell but slight lettering about the product.

Please select the type(s) of advertising you are proposing:

- ☐ Fascia sign(s)
- ☐ Projecting or hanging sign(s)
- ☐ Hoarding(s)
- ☒ Other type(s)

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?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.4 x Width: 3.1 x Depth: 0.03 metre(s)
What materials will the sign be made of? plastic	
What is the maximum height of any of the individual letters and symbols?	100 cm
The colour of text and background  yellow/blue	
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

Vinyl stickers to be attached to each face of current unit

## 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

30/09/2019

To

30/09/2020

## 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☒ Yes ☐ No

If Yes, please provide details:

I have consulted all surrounding businesses as the area is non-residential. Companies approached are Church of St Anselm and St Cecilia, Weatherspoon Shakespeare head public house, Greggs bakery. I received not a single objection and all sites listed express enthusiasm for the proposed advertisement.

## 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

planning officer

Date (Must be pre-application submission)

30/09/2019

Details of the pre-application advice received

I have been passed over your query from my colleagues in the markets team.

The advice that you were advised below is correct in that if you are advertising your stall or a product with branding it will require advertisement consent. The kiosk that you have is a semi-permanent building and any type of advertising on it to the scale that you are proposing with branding would require advertisement consent. Therefore you will require:

- Advertisement consent application form
- Planning fee of £110
- Site location plan with the subject site outlined in red to the scale of 1:1250
- Existing elevation drawing
- Proposed elevation drawing

## 9. Pre-application Advice

Please have a look at the attached link to see how to submit the application: <https://www.camden.gov.uk/making-planning-application>

<https://www.camden.gov.uk/apply-planning-permission>

I hope the above makes sense.

Kind Regards,

Jaspreet Chana BA (Hons) DipTP MA  
Planning Officer  
Regeneration and Planning  
Supporting Communities  
London Borough of Camden  
Web: [camden.gov.uk](https://www.camden.gov.uk)

## 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)