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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	234
Suffix	
Property name	Shop And Premises At Ground Floor
Address line 1	Shaftesbury Avenue
Address line 2	
Address line 3	
Town/city	London
Postcode	WC2H 8EG
Description of site location must be completed if postcode is not known:	
Easting (x)	530139
Northing (y)	181428
Description	

2. Applicant Details

Title	Mr
First name	Yan
Surname	Zhang
Company name	
Address line 1	c/o agent
Address line 2	
Address line 3	
Town/city	

2. Applicant Details

Country	
Postcode	
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Ms
First name	Hannah
Surname	Walker
Company name	Fuller Long Planning Consultant
Address line 1	Floor 5, 10 York Road
Address line 2	
Address line 3	
Town/city	London
Country	
Postcode	SE1 7ND
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of existing fascia sign to existing shop unit with a new non illuminated acrylic fascia
Installation of new non illuminated acrylic projecting sign to pilaster

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?	3.3 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.02 metre(s)
Dimension:	Height: 0.25 x Width: 2.5 x Depth: 0.02 metre(s)
What materials will the sign be made of? acrylic	
What is the maximum height of any of the individual letters and symbols?	22 cm
The colour of text and background white background and black text	
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 add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.75 metre(s)
Dimension:	Height: 0.42 x Width: 0.42 x Depth: 0.14 metre(s)
What materials will the sign be made of? acrylic	
What is the maximum height of any of the individual letters and symbols?	22 cm
The colour of text and background white background and black text	
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?	

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

Fuller Long Heritage Statement
Site location plan 28(01) Rev A
Existing front elevation 28(003) Rev B
Proposed front elevation 28(004) Rev D

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

11/09/2019

To

11/09/2024

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

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)

11/09/2019