

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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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	10
Suffix	
Property name	
Address line 1	Bloomsbury Way
Address line 2	
Address line 3	
Town/city	London
Postcode	WC1A 2SL

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

Easting (x)	530237
Northing (y)	181501

Description

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#### 2. Applicant Details

Title	Mr
First name	Anthony
Surname	Richardson
Company name	
Address line 1	Jenjudan UK Ltd
Address line 2	71-75 SHELTON STREET
Address line 3	
Town/city	London

2. Applicant Details

Country	
Postcode	WC2H 9JQ
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Mr
First name	Anthony
Surname	Richardson
Company name	A Richardson, Architect
Address line 1	27
Address line 2	East Field Close
Address line 3	
Town/city	OXFORD
Country	
Postcode	OX3 7SH
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 fascia signs  
1 projecting sign

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?	3.26 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.01 metre(s)
Dimension:	Height: 0.845 x Width: 3.445 x Depth: 0.01 metre(s)
What materials will the sign be made of?  Powder coated metal panel, acrylic letters	
What is the maximum height of any of the individual letters and symbols?	225 cm
The colour of text and background  White text on a black 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

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?	3.26 metre(s)
What is the maximum projection of the advertisement from face of building?	0.34 metre(s)
Dimension:	Height: 0.845 x Width: 0.34 x Depth: 0.1 metre(s)
What materials will the sign be made of?  Powder coated metal panel. acrylic symbols	
What is the maximum height of any of the individual letters and symbols?	175 cm
The colour of text and background  Black background, brass coloured outer casing, white letters	
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

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

## 6. Advertisement(s) Period

From

21/11/2019

To

21/11/2024

## 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)

08/10/2019