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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	75
Suffix	
Property name	
Address line 1	Kingsway
Address line 2	
Address line 3	
Town/city	London
Postcode	WC2B 6SR
Description of site location must be completed if postcode is not known:	
Easting (x)	530551
Northing (y)	181335
Description	

2. Applicant Details

Title	
First name	Z Hotels Ltd
Surname	Z Hotels Ltd
Company name	Z Hotels Ltd
Address line 1	C/o Agent
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country	
Postcode	WC2B 4AU
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	
First name	David
Surname	Williams
Company name	Planning Resolution Ltd
Address line 1	Thorncroft Manor
Address line 2	Thorncroft Drive
Address line 3	
Town/city	Leatherhead
Country	
Postcode	KT22 8JB
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of an internally illuminated menu board and non-illuminated sign

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): 2	
What is the height from the ground to the base of the advertisement?	0.91 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 2	
What is the maximum projection of the advertisement from face of building?	0.035 metre(s)
Dimension:	Height: 0.48 x Width: 0.35 x Depth: 0.035 metre(s)
What materials will the sign be made of? aluminum frame and acrylic glazing	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background black text and 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

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

Menu Board and sign above

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

A non-illuminated wall mounted plaque

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	03/12/2019
To	31/12/2022

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)

03/12/2019