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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	176
Suffix	
Property name	
Address line 1	Camden High Street
Address line 2	
Address line 3	
Town/city	London
Postcode	NW1 8QL
Description of site location must be completed if postcode is not known:	
Easting (x)	528905
Northing (y)	183900
Description	

#### 2. Applicant Details

Title	Mr
First name	Ben
Surname	French
Company name	HSBC
Address line 1	30th Floor
Address line 2	8 Canada Square
Address line 3	
Town/city	London

2. Applicant Details

Country	
Postcode	E14 5HQ
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	Adam
Surname	Tipler
Company name	A&Q Partnership
Address line 1	Hamilton House
Address line 2	6 Nantillo Street
Address line 3	Poundbury
Town/city	DORCHESTER
Country	
Postcode	DT1 3WN
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of existing ATM header signage to comply with new HSBC branding.

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?	1.26 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the maximum projection of the advertisement from face of building?	0.035 metre(s)
Dimension:	Height: 0.52 x Width: 0.72 x Depth: 0.032   metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background  White & Black text, Black & White background, Red outline, Red/White Logo	
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?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	1.27 metre(s)
What is the maximum projection of the advertisement from face of building?	0.035 metre(s)
Dimension:	Height: 0.52 x Width: 0.72 x Depth: 0.032   metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background  White & Black text, Black & White background, Red outline, Red/White Logo	
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?	

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.035 metre(s)
Dimension:	Height: 0.52 x Width: 0.72 x Depth: 0.032   metre(s)
What materials will the sign be made of? Aluminum	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background  White & Black text, Black & White background, Red outline, Red/White Logo	
Will the sign be illuminated?	No

#### 4. Type of Proposed Advertisement(s)

Other type(s): 3

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

ATM headers

#### 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

CamdenTown 19230 296 PA 05 Existing Elevations  
CamdenTown 19230 296 PA 15 Proposed Elevations

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

01/02/2020

To

01/02/2025

#### 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)

09/12/2019