

Email: 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			
Suffix			
Property name	Camden Goods Yard		
Address line 1	Chalk Farm Road		
Address line 2			
Address line 3			
Town/city	London		
Postcode	NW1 8AA		
Description of site location must be completed if postcode is not known:			
Easting (x)	528343		
Northing (y)	184195		
Description			

2. Applicant Details			
Title	Mr		
First name	Jack		
Surname	Landor		
Company name	St George West London Ltd		
Address line 1	St George House		
Address line 2	16 The Boulevard		
Address line 3	Imperial Wharf		
Town/city	London		

# 2. Applicant Details

Country	
Postcode	SW6 2UB
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)

Please refer to the covering letter and supporting information.

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?	3.7 metre(s)		
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)		
Dimension:	Height: 3.159 x Width: 6.178 x Depth: 0.12 metre(s)		
What materials will the sign be made of?			
Petals to have 3mm yellow satin 2T72 faces with 5mm returns (@90mm). Morrisons & Since text to have 3mm green satin 6T1F faces with 5mm returns (@ 90mm). All to be complete with Router cut 10mm foamex backs (white for the petals and black for the text). All to be mounted onto 32 x 32mm aluminium U section frame, powder coated TBC. To be internally illuminated with Tetra minimax 7100K.			
What is the maximum height of any of the individual letters and symbols?	316 cm		
The colour of text and background			
White and yellow			
Will the sign be illuminated?	Yes		
Will the sign be illuminated internally or externally?	Internally Illuminated		
Illuminance levels	600 cd/m2		
Will the illumination be static or intermittent?	Static		
Fascia sign(s): 2			

What is the height from the ground to the base of the advertisement?	3.8 metre(s)

# 4. Type of Proposed Advertisement(s)

Fascia sign(s): 2	
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 3.159 x Width: 5.178 x Depth: 0.12 metre(s)
What materials will the sign be made of?	
Petals to have 3mm yellow satin 2T72 faces with 5mm returns (@90mm). Morrisons 90mm). All to be complete with Router cut 10mm foamex backs (white for the petals section frame, powder coated TBC. To be internally illuminated with Tetra minimax	s and black for the text). All to be mounted onto 32 x 32mm aluminium
What is the maximum height of any of the individual letters and symbols?	316 cm
The colour of text and background	
White and yellow	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Iluminance levels	600 cd/m2

5. Location of Advertisement(s)			
Is the advertisement(s) you are applying for already in place?	Q Yes	No	
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?	Q Yes	No	ONot Applicable
Will the proposed advertisement(s) project over a footpath or other public highway?	Q Yes	No	

## 6. Advertisement(s) Period

### Please state the period of time for which consent is sought for the advertisement

То

25/09/2020 25/09/2025

### 7. Neighbour and Community Consultation

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

## 8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?	e Yes	Q No
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?		
C 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

### 9. Pre-application Advice

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		
Date (Must be pre-appl	ication submission)	
Details of the pre-applie	cation advice received	
Requested signage to b	be submitted in conjunction with pending S73 application	

### 10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?	Q 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	Q 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.

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