

Email: [planning@camden.gov.uk](mailto: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	110
Suffix	
Property name	
Address line 1	High Holborn
Address line 2	
Address line 3	
Town/city	London
Postcode	WC1V 6EU
Description of site location must be completed if postcode is not known:	
Easting (x)	530584
Northing (y)	181570
Description	

#### 2. Applicant Details

Title	
First name	
Surname	.
Company name	Success Venture Property Investments Limited
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	Mr
First name	David
Surname	Graham
Company name	Pembroke Planning
Address line 1	2 Stamford Square
Address line 2	
Address line 3	
Town/city	London
Country	
Postcode	SW15 2BF
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of static digital display unit measuring 2.5m high x 18m in length integrated into the façade at fascia level on the southern elevation of 110 High Holborn above Proctor Street.

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?	6.25 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 metre(s)
Dimension:	Height: 2.5 x Width: 18 x Depth: 0 metre(s)
What materials will the sign be made of?  Silver metal	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
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

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

From	<input type="text" value="27/03/2020"/>
To	<input type="text" value="27/03/2025"/>

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

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:

## 9. Pre-application Advice

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text"/>
Reference	2019/3452/PRE

Date (Must be pre-application submission)

Details of the pre-application advice received

## 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)