

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	137
Suffix	
Property name	
Address line 1	Camden High Street
Address line 2	
Address line 3	
Town/city	London
Postcode	NW1 7JR

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

Easting (x)	528962
Northing (y)	183719

Description

--

2. Applicant Details

Title	Mrs
First name	Sara
Surname	Humphries
Company name	Greggs plc
Address line 1	B3 Mucklestone Business Centre
Address line 2	Eccleshall Road
Address line 3	Mucklestone
Town/city	Market Drayton

2. Applicant Details

Country	Shropshire
Postcode	TF9 4FB
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)

One fascia sign, one projecting sign and two internal posters,

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?	2.64 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.7 x Width: 3.01 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium and perspex	
What is the maximum height of any of the individual letters and symbols?	43 cm
The colour of text and background	
Fascia panel finished slate grey to match RAL 7015. New 25 mm slimline badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'GREGGS' lettering in fret cut opal Perspex with non-illuminated 25 mm returns. Quattro dots fret cut Perspex to Pantone 1235C. Letters and Quattro dots illuminated only.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

4. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.64 metre(s)
What is the maximum projection of the advertisement from face of building?	0.8 metre(s)
Dimension:	Height: 0.7 x Width: 0.7 x Depth: 0.01 metre(s)
What materials will the sign be made of? Aluminium and perspex	
What is the maximum height of any of the individual letters and symbols?	7 cm
The colour of text and background Stove enamelled slate grey to RAL 7015. Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

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?	0.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.2 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Laminated card	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Photographic images of Greggs' products and seasonal offers	
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?	0.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.2 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Laminated card	
What is the maximum height of any of the individual letters and symbols?	10 cm

4. Type of Proposed Advertisement(s)

Other type(s): 2	
The colour of text and background	
Photographic images of Greggs' products and seasonal offers	
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?	

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

Point of sale posters on suspended Tagi system.

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

Shown on planning drawing: S2046 Camden High Street Adverts 01

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="01/05/2020"/>
To	<input type="text" value="01/05/2025"/>

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)

06/02/2020