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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	77
Suffix	
Property name	
Address line 1	Kingsway
Address line 2	
Address line 3	
Town/city	Holborn
Postcode	WC2B 6ST
Description of site location must be completed if postcode is not known:	
Easting (x)	530571
Northing (y)	181358
Description	

2. Applicant Details

Title	Mr
First name	David
Surname	Kidd
Company name	Casual Dining Group Ltd
Address line 1	163 Eversholt Street
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country	
Postcode	NW1 1BU
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	Neil
Surname	Gillingham
Company name	Spectrum SG
Address line 1	Epsilon House
Address line 2	West Road
Address line 3	
Town/city	Ipswich
Country	
Postcode	IP3 9FJ
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2nr fascia signs internal to restaurant behind glass
1nr happy hours cocktail sign internal to restaurant behind glass
1nr projection sign
1nr entrance canopy recover of existing

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

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.46 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.99 x Width: 6.017 x Depth: 0.06 metre(s)
What materials will the sign be made of?	
Fabricated blackened mild steel and LED faux neon	
What is the maximum height of any of the individual letters and symbols?	52 cm
The colour of text and background	
Blue text and black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 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?	2.46 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.014 x Width: 7.967 x Depth: 0 metre(s)
What materials will the sign be made of?	
Fabricated blackened mild steel and LED faux neon	
What is the maximum height of any of the individual letters and symbols?	52 cm
The colour of text and background	
Blue text, black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 0.7 x Width: 0.4 x Depth: 0.05 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	16 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
White text, black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	

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?	2.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.8 metre(s)
Dimension:	Height: 1.085 x Width: 1.94 x Depth: 0.8 metre(s)
What materials will the sign be made of? Fabric	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background	
White text, turquoise background	
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

Recover of existing fixed wedged canopy over entrance

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

28/02/2020

To

28/02/2025

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)

10/02/2020