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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	<input type="text" value="25"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="The Rosenheim Wing"/>
Address line 1	<input type="text" value="Grafton Way"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC1E 6DB"/>

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

Easting (x)	<input type="text" value="529424"/>
Northing (y)	<input type="text" value="182188"/>

Description

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="UCLH NHS Foundation Trust"/>
Company name	<input type="text" value="University College London Hospitals NHS Foundation Trust"/>
Address line 1	<input type="text" value="c/o agent"/>
Address line 2	<input type="text" value="c/o agent"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="c/o agent"/>
Are you an agent acting on behalf of the applicant? <input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

Title	<input type="text"/>
First name	<input type="text" value="Louisa"/>
Surname	<input type="text" value="Smith"/>
Company name	<input type="text" value="Jones Lang LaSalle Limited"/>
Address line 1	<input type="text" value="30 Warwick Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Country	<input type="text"/>
Postcode	<input type="text" value="W1B 5NH"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

4 standard UCLH information monoliths, to be located around the perimeter of the building;
2 building name signs 'Grafton Way Building', to be located at the corner entrance at Grafton Way and Huntley Street, on each of the flanking walls;
1 free-standing building name sign 'Grafton Way Building', to be located at the drop-off entrance on Grafton Way; and
4 standard blue and white UCLH NHS Foundation signs, to be located on the fixed glazed panels either side of the main entrance revolving doors at the corner entrance on Grafton Way and Huntley Street and the main entrance at the the drop off area on Grafton Way.

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?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 1.15 x Width: 1.11 x Depth: 0.03 metre(s)
What materials will the sign be made of? Stainless Steel	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Stainless Steel with Black Text	
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): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.15 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.25 x Width: 0.9 x Depth: 0.1 metre(s)
What materials will the sign be made of? Aluminium panels	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Standard NHS black and white text on black/red/silver NHS 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?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	1.45 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.35 x Width: 0.35 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	0 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Standard NHS white and black letters on white/blue NHS 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?	

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	0.15 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.25 x Width: 0.9 x Depth: 0.1 metre(s)
What materials will the sign be made of? Stainless steel	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background	
Grey stainless steel background with stainless steel/etched lettering	
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

4 standard UCLH information monoliths, to be located around the perimeter of the building.
4 standard blue and white UCLH NHS Foundation signs, to be located on the fixed glazed panels either side of the main entrance revolving doors at the corner entrance on Grafton Way and Huntley Street and the main entrance at the the drop off area on Grafton Way.
1 free-standing building name sign 'Grafton Way Building', to be located at the drop-off entrance on Grafton Way.
Please refer to Signage pack produced by Scott Tallon Walker Architects for further specification details.

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Applicable
Will the proposed advertisement(s) project over a footpath or other public highway?	<input type="radio"/> Yes <input checked="" type="radio"/> No

6. Advertisement(s) Period

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

From	01/09/2020
To	01/09/2025

7. Neighbour and Community Consultation

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

☒ Yes ☐ No

If Yes, please provide details:

There has been email communication with residents about efforts to improve signage around our campus which they have responded to in support but no residents have been formally consulted at present.

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

If No, why has permission not been obtained?

One monolith (M3) is to be provided on land owned by UCLH's PFI provider. It is the intention to seek permission for this monolith in tandem with this advertisement consent application. All other signs are to be provided on UCLH owned-land.

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)

10/07/2020