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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"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Camden Goods Yard"/>
Address line 1	<input type="text" value="Chalk Farm Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW1 8EH"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="528412"/>
Northing (y)	<input type="text" value="184106"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Alexander"/>
Surname	<input type="text" value="Lewers"/>
Company name	<input type="text" value="St George West London Ltd"/>
Address line 1	<input type="text" value="St George House"/>
Address line 2	<input type="text" value="16 The Boulevard"/>
Address line 3	<input type="text" value="Imperial Wharf"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country

Postcode

NW1 8EH

Are you an agent acting on behalf of the applicant?

Yes No

Primary number

Secondary number

Fax number

Email address

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 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)

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?	0.785 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? Aluminium box and PVC face	
What is the maximum height of any of the individual letters and symbols?	34 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	3.85 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? Aluminium box and PVC face	
What is the maximum height of any of the individual letters and symbols?	34 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	3.58 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? Aluminium box and PVC face	
What is the maximum height of any of the individual letters and symbols?	34 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	2.69 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.15 metre(s)
What materials will the sign be made of? Steel frame with aluminium cladding and acrylic panels	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2

4. Type of Proposed Advertisement(s)

Will the illumination be static or intermittent?	Static
Other type(s): 5	
What is the height from the ground to the base of the advertisement?	2.69 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? Aluminium box and PVC face	
What is the maximum height of any of the individual letters and symbols?	34 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	0.785 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 1.35 x Width: 0.6 x Depth: 0.14 metre(s)
What materials will the sign be made of? Aluminium panel with acrylic slats	
What is the maximum height of any of the individual letters and symbols?	6 cm
The colour of text and background White text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

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

Please refer to covering letter and supporting information.

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="01/11/2020"/>
To	<input type="text" value="01/05/2026"/>

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:

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

Date (Must be pre-application submission)

Details of the pre-application advice received

Confirmation of which signage to include in the application.

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)

15/10/2020