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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="The White House"/>
Address line 1	<input type="text" value="Albany Street"/>
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 3UP"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="528880"/>
Northing (y)	<input type="text" value="182343"/>
Description	<input type="text"/>

#### 2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Jordi"/>
Surname	<input type="text" value="Basora"/>
Company name	<input type="text" value="Melia Hotels International"/>
Address line 1	<input type="text" value="The White House, Albany Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country

Postcode

NW1 3UP

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title

Mr

First name

Jesus

Surname

Ciller

Company name

Mackay and PArtners

Address line 1

50 Farringdon Road

Address line 2

Address line 3

Town/city

London

Country

United Kingdom

Postcode

EC1M 3HE

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 Signage in the front facade. In the same place as the signage of the original building. The retro illuminated signage shows "MELIA WHITE HOUSE" and has a chrome finish.

1 corten steel totem on the side of the building. Separated from the facade as recommended and with internal lighting.

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?	6 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.25 x Width: 3.5 x Depth: 0.05   metre(s)
What materials will the sign be made of?  Steel with chrome finish	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background  Chrome	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 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 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.2 x Width: 0.8 x Depth: 0.2   metre(s)
What materials will the sign be made of? Corten Steel	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background  White letters and corten steel background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

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

Illuminated totem separated from the facade.

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="30/11/2020"/>
To	<input type="text" value="30/11/2025"/>

## 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

## 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)