

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	<input type="text" value="30"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Noho House"/>
Address line 1	<input type="text" value="Cleveland 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="W1T 4JD"/>

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

Easting (x)	<input type="text" value="529305"/>
Northing (y)	<input type="text" value="181755"/>

Description

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text" value="Graziano"/>
Surname	<input type="text" value="D'Agostino"/>
Company name	<input type="text" value="Perkins + Will"/>
Address line 1	<input type="text" value="The White Chapel Building, 10 White"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	United Kingdom
Postcode	E1 8QS
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	
First name	Graziano
Surname	D'Agostino
Company name	Perkins + Will
Address line 1	The White Chapel Building, 10 White
Address line 2	
Address line 3	
Town/city	London
Country	United Kingdom
Postcode	E1 8QS
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisements display the tenant's company name. Application of no.3 elements of illuminated box signage to the external facade. No.2 signage (H1500mm x W2000mm) are proposed to be installed on the main facade and no.1 signage (H450mm x W3800mm) to be installed on top of entrance canopy

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

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	5.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.25 metre(s)
Dimension:	Height: 1.5 x Width: 2 x Depth: 0.25 metre(s)
What materials will the sign be made of? Proprietary aluminium trim for lightbox extrusion in RAL 9005, opal acrylic panel to the front.	
What is the maximum height of any of the individual letters and symbols?	1500 cm
The colour of text and background White front and black extrusion	
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): 2	
What is the height from the ground to the base of the advertisement?	18.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.25 metre(s)
Dimension:	Height: 1.5 x Width: 2 x Depth: 0.2 metre(s)
What materials will the sign be made of? Proprietary aluminium trim for lightbox extrusion in RAL 9005, opal acrylic panel to the front.	
What is the maximum height of any of the individual letters and symbols?	1500 cm
The colour of text and background White front and black extrusion.	
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): 3	
What is the height from the ground to the base of the advertisement?	4.5 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 0.45 x Width: 3.8 x Depth: 0.15 metre(s)
What materials will the sign be made of? Proprietary aluminium trim for lightbox extrusion in RAL 9005, opal acrylic panel to the front.	
What is the maximum height of any of the individual letters and symbols?	450 cm
The colour of text and background White front and black extrusion	
Will the sign be illuminated?	Yes

4. Type of Proposed Advertisement(s)

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 box signage installed to the external 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

01/01/2021

To

01/01/2026

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

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

11. Authority Employee/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)

02/12/2020