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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	235
Suffix	
Property name	University College Hospital
Address line 1	Euston Road
Address line 2	
Address line 3	
Town/city	London
Postcode	NW1 2BU
Description of site location must be completed if postcode is not known:	
Easting (x)	529347
Northing (y)	182309
Description	

2. Applicant Details

Title	
First name	
Surname	N/A
Company name	University College London Hospitals NHS Foundation Trust
Address line 1	c/o Agent
Address line 2	
Address line 3	
Town/city	c/o Agent

2. Applicant Details

Country	
Postcode	c/o Agent
Are you an agent acting on behalf of the applicant?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	07973373454
Secondary number	
Fax number	
Email address	shoaib@gemdisplayww.com

3. Agent Details

Title	Mr
First name	Shoaib
Surname	Shariff
Company name	GEM Display Media Ltd
Address line 1	43 Mayfield Road
Address line 2	
Address line 3	
Town/city	London
Country	
Postcode	N8 9LL
Primary number	07973373454
Secondary number	
Fax number	
Email	shoaib@gemdisplayww.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Advertising Screen with Integrated Air Purifiers	
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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?	4.8 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 12 x Width: 13.5 x Depth: 0.5 metre(s)
What materials will the sign be made of? LED Digital Display	
What is the maximum height of any of the individual letters and symbols?	1200 cm
The colour of text and background Multicoloured	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	3500 cd/m2
Will the illumination be static or intermittent?	Static

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

Please see cover letter - note active designated display area within screen is 12 x 8 metres

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="01/05/2021"/>
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):

9. Pre-application Advice

Officer name:

Title	Mr
First name	Ben
Surname	Farrant
Reference	2020/0392/PRE

Date (Must be pre-application submission)

15/02/2020

Details of the pre-application advice received

Discussion regarding the proposed scheme - see cover letter

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)	15/01/2021
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