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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	48
Suffix	
Property name	
Address line 1	Grafton Way
Address line 2	
Address line 3	
Town/city	London
Postcode	W1T 5DZ
Description of site location must be completed if postcode is not known:	
Easting (x)	529291
Northing (y)	182184
Description	

2. Applicant Details

Title	Mr
First name	Gavin
Surname	Adair
Company name	Rosa's London Ltd
Address line 1	26 Earlham Street
Address line 2	London
Address line 3	
Town/city	

2. Applicant Details

Country	
Postcode	WC2H 9LN
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	Miss
First name	Maria
Surname	Clarke
Company name	Gundry and Ducker Architecture
Address line 1	3
Address line 2	Garrick Street
Address line 3	
Town/city	LONDON
Country	
Postcode	WC2E 9BF
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Externally illuminated fascia sign. Existing internal illuminated projecting blade sign. Lettering awning valance. Hand painted letters to entrance door. Lettering to breeze screens. Manifestation to glazing.

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	
What is the height from the ground to the base of the advertisement?	2.741 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.055 metre(s)
Dimension:	Height: 0.45 x Width: 1.7 x Depth: 0.055 metre(s)
What materials will the sign be made of? Brass	
What is the maximum height of any of the individual letters and symbols?	27 cm
The colour of text and background Brass and gold on off white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.636 metre(s)
What is the maximum projection of the advertisement from face of building?	0.54 metre(s)
Dimension:	Height: 0.54 x Width: 0.54 x Depth: 0.04 metre(s)
What materials will the sign be made of? Powder coated aluminum	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Pink on green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 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?	0.485 metre(s)
What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 0.37 x Width: 1.19 x Depth: 0 metre(s)
What materials will the sign be made of? Screen printed lettering on fabric	
What is the maximum height of any of the individual letters and symbols?	19 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Dark green on light green	
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?	1.093 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.496 x Width: 0.373 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brass	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background	
black on white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 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?	1.623 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.496 x Width: 0.373 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brass	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background	
Black on white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
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4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.029 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.08 x Width: 1 x Depth: 0 metre(s)
What materials will the sign be made of? Screen printed on fabric	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Pink on green	
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): 5	
What is the height from the ground to the base of the advertisement?	1.15 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.65 x Width: 0.48 x Depth: 0 metre(s)
What materials will the sign be made of? Paint or vinyl	
What is the maximum height of any of the individual letters and symbols?	7 cm
The colour of text and background Gold text on glass	
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): 6	
What is the height from the ground to the base of the advertisement?	1.505 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.06 x Width: 0.4 x Depth: 0 metre(s)
What materials will the sign be made of? Paint or vinyl	
What is the maximum height of any of the individual letters and symbols?	6 cm
The colour of text and background Gold text on glass	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

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

Lettering to breeze screen.
1no. brass menu.
1no. brass menu.
Lettering to awning valance.
Lettering to entrance door.
Manifestation to glazing.

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

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

433_PL_100

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 01/04/2021

To 01/04/2026

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

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)

26/03/2021