

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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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="193-197 Holborn Hall"/>
Address line 1	<input type="text" value="High Holborn"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC1V 7BD"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530363"/>
Northing (y)	<input type="text" value="181445"/>
Description	<input type="text"/>

#### 2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Atul"/>
Surname	<input type="text" value="Joshi"/>
Company name	<input type="text" value="Noor Group of Hotels (UK) Ltd"/>
Address line 1	<input type="text" value="Office Suite 606"/>
Address line 2	<input type="text" value="11 Millington Road,"/>
Address line 3	<input type="text" value="Hayes"/>
Town/city	<input type="text" value="LONDON"/>

2. Applicant Details

Country	United Kingdom
Postcode	UB3 4AZ
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	Ms
First name	Nairita
Surname	CHAKRABORTY
Company name	Iceni Projects
Address line 1	Da Vinci House,
Address line 2	44 Saffron Hill
Address line 3	
Town/city	LONDON
Country	United Kingdom
Postcode	EC1N 8FH
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposals include printed lettering on awning and rebranding of existing signage to reflect new lessees. These would not be illuminated.

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?	3.7 metre(s)

#### 4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.6 metre(s)
Dimension:	Height: 0.63 x Width: 1.4 x Depth: 0.02 metre(s)
What materials will the sign be made of? Canvas	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background  White	
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?	

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

Retractable Canvas canopy

#### 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	15/06/2021
To	15/06/2025

#### 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☒ Yes ☐ No

If Yes, please provide details:

We have been in consultation with the owners of the Town Hall throughout the process.

#### 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)

26/05/2021