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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

Suffix

Property name

Address line 1

Address line 2

Address line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="WC2H 9EP"/>
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

Title	<input type="text" value="Mrs"/>
First name	<input type="text" value="Danielle"/>
Surname	<input type="text" value="Zaire"/>
Company name	<input type="text" value="Monmouth Planning Ltd"/>
Address line 1	<input type="text" value="38A"/>
Address line 2	<input type="text" value="Monmouth Street"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="LONDON"/>
Country	<input type="text"/>
Postcode	<input type="text" value="WC2H 9EP"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 X Hanging Signs
Externally halo illuminated fascia sign
Non-illuminated lettering located at fascia level

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?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.8 metre(s)
Dimension:	Height: 2.7 x Width: 0.1 x Depth: 0.7 metre(s)
What materials will the sign be made of?	
Fabric blade sign	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
White, Gold and Red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	600 cd/m ²
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	1.6 metre(s)
Dimension:	Height: 0.8 x Width: 3.9 x Depth: 0.5 metre(s)
What materials will the sign be made of?	
Steel	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
White and red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	600 cd/m ²
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	1.6 metre(s)
Dimension:	Height: 0.4 x Width: 3.4 x Depth: 0.2 metre(s)
What materials will the sign be made of?	
resin	
What is the maximum height of any of the individual letters and symbols?	60 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
gold	
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 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?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.83 metre(s)
Dimension:	Height: 2.7 x Width: 0.1 x Depth: 0.71 metre(s)
What materials will the sign be made of?	
Fabric blade sign	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
White, Gold and Red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static

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

There are 2 existing hanging signs the existing fabric will be replaced the existing signage holders and lighting will be reused. Only the fabric sign will be changed.

The existing 'Paperchase' lettering will be removed and replaced with a new fascia sign - steel plate with halo illumination above and below sign. Lettering below will be non-illuminated.

Internal vinyl's are fixed to the inside of the glass at first floor level and are non illuminated. The ground floor internal screens will be set back 1m from the glazing. These signs are being installed under deemed consent.

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

6. Advertisement(s) Period

To

14/06/2026

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

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)

28/05/2021