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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="145-149 Currys Pc World"/>
Address line 1	<input type="text" value="Tottenham Court Road"/>
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 7NE"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="529338"/>
Northing (y)	<input type="text" value="182198"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="Hynd"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="DSG Retail Ltd"/>
Address line 2	<input type="text" value="1 Portal Way"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country	
Postcode	W3 6RS
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	Sophie
Surname	Boyce
Company name	Greens the Signmakers Limited
Address line 1	Greens Signmakers
Address line 2	Freightliner Road
Address line 3	
Town/city	KINGSTON UPON HULL
Country	
Postcode	HU3 4UW
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

3no Internally illuminated folded aluminium panel sign - Sign A - (7120 x 1068 mm) Sign B - (3000 x 705 mm) Sign C - (3470 x 705 mm)
2no projection signs Sign D & E - (650 x 650 mm)
11no window graphics various sizes

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?	2.33 metre(s)
What is the maximum projection of the advertisement from face of building?	0.065 metre(s)
Dimension:	Height: 10.68 x Width: 7.12 x Depth: 0.065 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	299 cd/m2
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?	2.545 metre(s)
What is the maximum projection of the advertisement from face of building?	0.085 metre(s)
Dimension:	Height: 0.705 x Width: 3 x Depth: 0.085 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	63 cm
The colour of text and background White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	299 cd/m2
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?	2.545 metre(s)
What is the maximum projection of the advertisement from face of building?	0.085 metre(s)
Dimension:	Height: 0.705 x Width: 3.47 x Depth: 0.085 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	63 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	299 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 2.41 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Purple background	
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?	

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 4.73 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	63 cm
The colour of text and background	
White text and logo on a purple background	
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?	

4. Type of Proposed Advertisement(s)

Fascia sign(s): 6	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 7.125 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	63 cm
The colour of text and background White text and logo on a purple background	
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?	

Fascia sign(s): 7	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 5.575 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	63 cm
The colour of text and background White text and logo on a purple background	
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?	

Fascia sign(s): 8	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.495 x Width: 2.42 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Purple text on a light purple background with image	
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?	

Fascia sign(s): 9	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.495 x Width: 2.36 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm

The colour of text and background	
Purple text on a blue background	
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?	

Fascia sign(s): 10	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 2.579 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	0 cm

The colour of text and background	
Purple background	
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?	

4. Type of Proposed Advertisement(s)

Fascia sign(s): 11	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.705 x Width: 6.778 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	63 cm
The colour of text and background White text and logo on a purple background	
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?	

Fascia sign(s): 12	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.495 x Width: 2.253 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Purple text on a pink background with image	
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?	

Fascia sign(s): 13	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.495 x Width: 2.26 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Purple text on a yellow background	
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?	

Fascia sign(s): 14	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.495 x Width: 2.245 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
Purple text on a blue background with image	
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?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0.65 metre(s)
Dimension:	Height: 0.65 x Width: 0.065 x Depth: 0.65 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	58 cm
The colour of text and background	
Whit text and logo on a purple background	
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?	

4. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.495 metre(s)
What is the maximum projection of the advertisement from face of building?	0.065 metre(s)
Dimension:	Height: 0.65 x Width: 0.065 x Depth: 0.65 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	58 cm
The colour of text and background White text and logo on a purple background	
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?	

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

See existing

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="14/07/2021"/>
To	<input type="text" value="14/07/2026"/>

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)

14/07/2021