

Email: planning@camden.gov.uk
Phone: 020 7974 4444
Fax: 020 7974 1680

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	30
Suffix	
Property name	
Address line 1	Hampstead High Street
Address line 2	
Address line 3	
Town/city	London
Postcode	NW3 1QA
Description of site location must be completed if postcode is not known:	
Easting (x)	526485
Northing (y)	185707
Description	

2. Applicant Details

Title	
First name	Svetlana
Surname	Mitrokhina
Company name	Cafe Brera Limited
Address line 1	16a Church Street
Address line 2	
Address line 3	
Town/city	White - Other

2. Applicant Details

Country

Postcode

CR0 1FZ

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title

First name

Svetlana

Surname

Mitrokhina

Company name

Cafe Brera Limited

Address line 1

16a Church Street

Address line 2

Address line 3

Town/city

White - Other

Country

Postcode

CR0 1FZ

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

BRERA - MAIN SIGNS (COLOUR PANTONE 166) LETTERS WITH ORANGE ACRYLIC FACES. (COLOUR PANTONE 166) . SUPPORT BRACKET TO COLOUR MATCH OF SIGN. POWER TO BE ROUTED THROUGH VERTICAL SUPPORT FRAME - INSTALLED INTERNALLY BEHIND THE SHOPFRONT GLAZING
"Taste Life with Gusto" -DUSTED CRYSTAL ETCHED VINYL SIGN TO BE FIXED TO INTERNAL FACE OF SHOPFRONT GLAZING
Shell Logo Sign - DUSTED CRYSTAL ETCHED VINYL SIGN TO BE FIXED TO INTERNAL FACE OF SHOPFRONT GLAZING
PROJECTING SIGN. FINISHED IN RAL2004/RAL2009(TBC.) PPC ALUMINIUM (60% GLOSS) LETTERING TO BE 3MM FRET CUT WHITE ACRYLIC LETTERING BONDED TO BOTH SIDES OF SIGN.

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

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.043 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.262 x Width: 1.75 x Depth: 0.1 metre(s)
What materials will the sign be made of? BRERA SIGN003 - BUILT UP 75MM DEEP RIM AND RETURN POLYESTER POWERCOATED ORANGE (COLOUR PANTONE 166) LETTERS WITH ORANGE ACRYLIC FACES. (COLOUR PANTONE 166) . SUPPORT BRACKET TO COLOUR MATCH OF SIGN. POWER TO BE ROUTED THROUGH VERTICAL SUPPORT FRAME	
What is the maximum height of any of the individual letters and symbols?	26 cm
The colour of text and background PANTONE 166	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	1.49 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.167 x Width: 1.074 x Depth: 0.002 metre(s)
What materials will the sign be made of? SIGN002 - DUSTED CRYSTAL ETCHED VINYL SIGN TO BE FIXED TO INTERNAL FACE OF SHOPFRONT GLAZING	
What is the maximum height of any of the individual letters and symbols?	17 cm
The colour of text and background Dusted Crystal	
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): 3	
What is the height from the ground to the base of the advertisement?	2.43 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.37 x Width: 0.485 x Depth: 0.002 metre(s)
What materials will the sign be made of? SIGN001 - DUSTED CRYSTAL ETCHED VINYL SIGN TO BE FIXED TO INTERNAL FACE OF SHOPFRONT GLAZING	

4. Type of Proposed Advertisement(s)

What is the maximum height of any of the individual letters and symbols?	37 cm
The colour of text and background	
Dusted Crystal	
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?	3.036 metre(s)
What is the maximum projection of the advertisement from face of building?	0.55 metre(s)
Dimension:	Height: 0.45 x Width: 0.45 x Depth: 0.09 metre(s)
What materials will the sign be made of?	
SIGN 004 - 450mm x 450mm x 90mm PROJECTING SIGN. FINISHED IN RAL2004/RAL2009(TBC.) PPC ALUMINIUM (60% GLOSS) LETTERING TO BE 3MM FRET CUT WHITE ACRYLIC LETTERING BONDED TO BOTH SIDES OF SIGN.	
What is the maximum height of any of the individual letters and symbols?	45 cm
The colour of text and background	
RAL2004/RAL2009	
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

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

10/09/2021

To

09/09/2031

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)

09/09/2021