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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" value="70"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Hampstead High Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW3 1QP"/>

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

Easting (x)	<input type="text" value="526444"/>
Northing (y)	<input type="text" value="185684"/>

Description

#### 2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="Jones"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="Borough Market"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

## 2. Applicant Details

Country	<input type="text" value="UK"/>
Postcode	<input type="text"/>
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"/>
First name	<input type="text" value="Karen"/>
Surname	<input type="text" value="Mentiply"/>
Company name	<input type="text" value="Mentiply Johnson Limited"/>
Address line 1	<input type="text" value="39-41 North Road"/>
Address line 2	<input type="text" value="Islington"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Country	<input type="text"/>
Postcode	<input type="text" value="N7 9DP"/>
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)

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?

3.325 metre(s)

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

What is the maximum projection of the advertisement from face of building?	0.02 metre(s)
Dimension:	Height: 0.14 x Width: 1.835 x Depth: 0.02 metre(s)
What materials will the sign be made of?	Fret cut non-illuminated brass logo sign. Letters surface mounted to shopfront fascia panel.
What is the maximum height of any of the individual letters and symbols?	14 cm
The colour of text and background	Brass fret cut letters on shopfront fascia panel paint finish Brand Teal to match RAL 6027
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

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?	2.959 metre(s)
What is the maximum projection of the advertisement from face of building?	0.75 metre(s)
Dimension:	Height: 0.5 x Width: 0.025 x Depth: 0.5 metre(s)
What materials will the sign be made of?	Powder coated mild steel finished RAL 6027 with brass overhead lighting on arm fixed to brass plate
What is the maximum height of any of the individual letters and symbols?	6 cm
The colour of text and background	Border detail (both sides) brass effect on Teal background to match RAL 6027 with brass logo 'BREAD AHEAD' surface mounted (both sides)
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

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?	0.45 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.6 x Width: 0.05 x Depth: 0 metre(s)
What materials will the sign be made of?	'BAKERY' sign writing centred on face of side return of shopfront
What is the maximum height of any of the individual letters and symbols?	7 cm

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

The colour of text and background

Brass effect text on teal background to match RAL 6027

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

'BAKERY' sign writing centred on face of side return of shopfront.

#### 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

Refer to drawing 105 Existing Shopfront

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

06/12/2021

To

06/12/2026

#### 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

## 10. Interest In the Land

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)