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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"/>
Address line 1	<input type="text"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>
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="529342"/>
Northing (y)	<input type="text" value="182175"/>

Description

UCLH
Grafton Way Building
Junction of Grafton Way and Tottenham Court Road, London

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text" value="Richard"/>
Surname	<input type="text" value="dance"/>
Company name	<input type="text" value="WHSmith plc"/>
Address line 1	<input type="text" value="133 Houndsditch"/>
Address line 2	<input type="text" value="London"/>
Address line 3	<input type="text" value="Stathern"/>
Town/city	<input type="text" value="Leicestershire"/>

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="EC3A 7BX"/>
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="richard"/>
Surname	<input type="text" value="talbot"/>
Company name	<input type="text" value="Brooker Flynn Architects"/>
Address line 1	<input type="text" value="Brooker Flynn Architects"/>
Address line 2	<input type="text" value="The Maltings"/>
Address line 3	<input type="text" value="Stathern"/>
Town/city	<input type="text" value="Leicestershire"/>
Country	<input type="text"/>
Postcode	<input type="text" value="le144hq"/>
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)

Display of 4 No Face (internally) illuminated shopfront signs, mounted on 40mm SHS bars suspended from fascia soffit,
Display of 1 No Halo (internally) illuminated bus stop sign mounted to colonnade column face,
All to the shopfront elevations to Grafton Way and Tottenham Court Road

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 projecting or hanging sign

Projecting or hanging sign(s): 1

4. Type of Proposed Advertisement(s)

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?	0.6 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of?	BUS STOP SIGN, Aluminium Panels with internal mild steel shs frame, with Acrylic Letters pushed through panel
What is the maximum height of any of the individual letters and symbols?	13 cm
The colour of text and background	Black face letters with Halo illumination on white sign panel ral 9003
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging 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?	0.6 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of?	BUS STOP SIGN Aluminium Panels with internal mild steel shs frame, with Acrylic Letters pushed through panel
What is the maximum height of any of the individual letters and symbols?	13 cm
The colour of text and background	Black face letters with Halo illumination on white sign panel ral 9003
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging 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?	0 metre(s)
Dimension:	Height: 0.485 x Width: 2.675 x Depth: 0.04 metre(s)
What materials will the sign be made of?	WHS HANGING SIGN 30mm Hogged out Perspex 1T77 Opal letters, 5mm Ali back trays. Block out vinyl to returns, ref TBC, 3mm Backers. Letters on 40mm SHS Bar ppc coated RAL 9005. Hung on M10 Threaded rod with RAL 9005 sheathing
What is the maximum height of any of the individual letters and symbols?	44 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
1T77 Opal face individual letters, With block out vinyl to returns and letter backs, 3mm backers Ral 9005 Matt Black s	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.765 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.485 x Width: 2.675 x Depth: 0.04 metre(s)
What materials will the sign be made of?	
WHS HANGING SIGN 30mm Hogged out Perspex 1T77 Opal letters, 5mm Ali back trays. Block out vinyl to returns, ref TBC, 3mm Backers. Letters on 40mm SHS Bar ppc coated RAL 9005. Hung on M10 Threaded rod with RAL 9005 sheathing	
What is the maximum height of any of the individual letters and symbols?	44 cm
The colour of text and background	
1T77 Opal face individual letters, With block out vinyl to returns and letter backs, 3mm backers Ral 9005 Matt Black s	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging sign(s): 5	
What is the height from the ground to the base of the advertisement?	2.765 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.485 x Width: 3.165 x Depth: 0.04 metre(s)
What materials will the sign be made of?	
M&S HANGING SIGN 30mm Hogged out Perspex 1T77 Opal letters, 5mm Ali back trays. Block out vinyl to returns, ref TBC, 3mm Backers. Letters on 40mm SHS Bar ppc coated RAL 9005. Hung on M10 Threaded rod with RAL 9005 sheathing	
What is the maximum height of any of the individual letters and symbols?	44 cm
The colour of text and background	
1T77 Opal face individual letters, With block out vinyl to returns and letter backs, 3mm backers Ral 9005 Matt Black s	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

4. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 6	
What is the height from the ground to the base of the advertisement?	2.765 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.485 x Width: 3.165 x Depth: 0.04 metre(s)
What materials will the sign be made of? M&S HANGING SIGN 30mm Hogged out Perspex 1T77 Opal letters, 5mm Ali back trays. Block out vinyl to returns, ref TBC, 3mm Backers. Letters on 40mm SHS Bar ppc coated RAL 9005. Hung on M10 Threaded rod with RAL 9005 sheathing	
What is the maximum height of any of the individual letters and symbols?	44 cm
The colour of text and background 1T77 Opal face individual letters, With block out vinyl to returns and letter backs, 3mm backers Ral 9005 Matt Black s	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 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
- 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="20/10/2021"/>
To	<input type="text" value="20/10/2026"/>

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

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)

20/10/2021