

Email: [planning@camden.gov.uk](mailto: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	84
Suffix	
Property name	Unwins Wine Merchants
Address line 1	Marchmont Street
Address line 2	
Address line 3	
Town/city	London
Postcode	WC1N 1AG

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

Easting (x)	530134
Northing (y)	182460

Description

Retrospective Advertisement Application for the installed ATM non illuminated projecting sign replacing the original Unwins Wine Merchants projecting sign.

#### 2. Applicant Details

Title	Ms
First name	Ann-Marie
Surname	Porter
Company name	Euronet Worldwide
Address line 1	Willow House
Address line 2	Breckland
Address line 3	
Town/city	Milton Keynes

2. Applicant Details

Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="MK14 6EU"/>
Are you an agent acting on behalf of the applicant? <div><input checked="" type="radio"/> Yes <input type="radio"/> No</div>	
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="Mr"/>
First name	<input type="text" value="Desmond"/>
Surname	<input type="text" value="Ager"/>
Company name	<input type="text" value="Des Ager Planning Consultant"/>
Address line 1	<input type="text" value="1 Turner Cottages"/>
Address line 2	<input type="text" value="33 Charterhouse Road"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Godalming"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="GU7 2AG"/>
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 projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3000 metre(s)

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

What is the maximum projection of the advertisement from face of building?	600 metre(s)
Dimension:	Height: 600 x Width: 600 x Depth: 30 metre(s)
What materials will the sign be made of?  White acrylic and aluminium	
What is the maximum height of any of the individual letters and symbols?	75 cm
The colour of text and background  White background with blue lettering and ATM lettering in yellow.	
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

If yes, please provide details

Replacement of the Original non Illuminated Unwins projecting sign with non illuminated ATM projecting sign.  
Original and as installed drawing Elevation and Section Drawing No EN01102021  
ATM Projecting Sign Detail Drawing EN Signage  
Unwins Wine Merchants Projecting Sign EN Signage  
Site Photo Original Sign  
Site Photo Installed Sign

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

Original and as installed drawing Elevation and Section Drawing No EN01102021  
ATM Projecting Sign Detail Drawing EN Signage  
Unwins Wine Merchants Projecting Sign EN Signage  
Site Photo Original Sign  
Site Photo Installed Sign

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="23/11/2021"/>
To	<input type="text" value="23/11/2026"/>

#### 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

## 8. Site Visit

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)

23/11/2021