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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	14
Suffix	
Property name	
Address line 1	West Central Street
Address line 2	
Address line 3	
Town/city	London
Postcode	WC1A 1JH
Description of site location must be completed if postcode is not known:	
Easting (x)	530142
Northing (y)	181421
Description	

#### 2. Applicant Details

Title	
First name	Julian
Surname	Wall
Company name	Cyclefit Limited
Address line 1	11-13 Macklin Street
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country

Postcode

WC2B 5NH

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

Gosia

Surname

Adamska

Company name

Which Interiors

Address line 1

25 Willen Park Avenue

Address line 2

Willen Park

Address line 3

Town/city

MILTON KEYNES

Country

United Kingdom

Postcode

MK15 9JS

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The only proposed works to the external façade are

1. 600mm (h) x 400mm back lighten projected signage made of white acrylic and black vinyl to be installed 2300mm above pavement level between door and window

2. external LED spot light for security purpose when locking and unlocking, installed 2300mm above pavement level, on the left side of the door - pointed down towards the door

3. printed frosted vinyl to be applied internally to the glass of windows and door to prevent anyone looking inside as the store runs by appointment only service.

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

4. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of?  acrylic / vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background  black / white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 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?	0.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.9 x Width: 1 x Depth: 0 metre(s)
What materials will the sign be made of? printed frosted vinyl	
What is the maximum height of any of the individual letters and symbols?	71 cm
The colour of text and background  black / white frosted	
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?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.65 x Width: 0.41 x Depth: 0 metre(s)
What materials will the sign be made of? printed frosted vinyl - for each individual window	
What is the maximum height of any of the individual letters and symbols?	0 cm

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

The colour of text and background

white

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

Printed frosted vinyl with black CF logo to be applied internally to the door  
Printed frosted vinyl to be applied internally to the glass of windows

#### 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

01/03/2022

To

01/03/2032

#### 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)

19/01/2022