

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 Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	<input type="text" value="106"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text" value="Finchley Road"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text" value="Camden"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW3 5JN"/>

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

Easting (x)	Northing (y)
<input type="text" value="526417"/>	<input type="text" value="184605"/>
Description	<input type="text"/>

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of existing external signage with new branded signage, including new internally illuminated fascia with logo, new internally illuminated projection signage, new header vinyl ATM tablet, new vinyl wrap to ATM surround, new welcome sign (nameplate) and vinyl graphics to glazing.

Advertisement Type:

Fascia Sign

Height:

0.8 metres

Width:

10.67 metres

Depth:

0.125 metres

What is the height from the ground to the base of the advertisement?:

5.75 metres

What is the maximum projection of the advertisement from the face of the building?:

0.125 metres

What is the maximum height of any of the individual letters and symbols?:

56 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium fascia with opal acrylic logo and lettering.

The colour of text and background:

Purple background, purple and red logo and white text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.56 metres

Width:

0.68 metres

Depth:

0.105 metres

What is the height from the ground to the base of the advertisement?:

5.749 metres

What is the maximum projection of the advertisement from the face of the building?:

0.74 metres

What is the maximum height of any of the individual letters and symbols?:

34 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium with red acrylic sheet to form face of logo

The colour of text and background:

Red logo and purple background.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.415 metres

Width:

1 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.307 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

18 centimetres

What materials will the advertisement be made of?:

Coloured vinyl, reverse printed

The colour of text and background:

Purple background, purple and red logo and white text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.89 metres

Width:

0.315 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

1.167 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

10mm clear acrylic with coloured vinyl applied to reverse face

The colour of text and background:

Purple background and white lettering and centre panel Pantone 2627c

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.265 metres

Width:

1.245 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

1.554 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Coloured vinyl graphic

The colour of text and background:

One tone purple "Half Tone" motif

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.346 metres

Width:

1.035 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

1.033 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Coloured vinyl graphic

The colour of text and background:

One tone purple "Half Tone" motif

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

1. Header vinyl ATM tablet sign
2. Welcome sign (nameplate)
3. Vinyl graphics to glazing x2
4. Vinyl graphics to glazing

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

For existing elevation, please refer to drawing: E7177-EX-E1

For existing photographs, please refer to drawing: E7177-EX-PH

For proposed elevation, please refer to drawing: E7177-GA-E1 Rev A

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes

☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

08/03/2022

To Date

08/03/2027

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes

☒ No

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

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes

☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes

☐ No

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.

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?

☐ Yes

☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Marte Dalelv

Date

08/03/2022