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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 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

Suffix

Property Name

Unit A

Address Line 1

Tottenham Court Walk

Address Line 2

Tottenham Court Road

Address Line 3

Town/city

London

Postcode

W1T 1BJ

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

Easting (x)

529732

Northing (y)

181498

Description

Former Acuitis retail shop.

## Applicant Details

### Name/Company

Title

Mrs

First name

Sara

Surname

Humphries

Company Name

Greggs plc

### Address

Address line 1

12 Martin Dale

Address line 2

Loggerheads

Address line 3

Town/City

MARKET DRAYTON

Country

United Kingdom

Postcode

TF9 4DH

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

**Advertisement Type:**

Fascia Sign

**Height:**

0.76 metres

**Width:**

3.87 metres

**Depth:**

0.1 metres

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

3.86 metres

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

0.1 metres

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

50 centimetres

**What materials will the advertisement be made of?:**

Stainless steel and vinyl

**The colour of text and background:**

Individual lettering and Quattro dots with 70 mm polished steel returns with opal acrylic face to lettering and Quattro dots white 'GREGGS' lettering and orange Quattro dots to Pantone 1235C. Letters and Quattro dots bonded to glass with VHB tape. Light box to be positioned internally behind blue vinyl badge sign and bonded to glass housing white LED lighting system.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.7 metres

**Width:**

0.7 metres

**Depth:**

0.1 metres

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

3.857 metres

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

0.8 metres

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

7 centimetres

**What materials will the advertisement be made of?:**

Aluminium and perspex.

**The colour of text and background:**

Stove enamelled slate grey to RAL 7015. Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c. Letters and Quattro dots illuminated only.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.7 metres

**Width:**

0.7 metres

**Depth:**

0.1 metres

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

3.857 metres

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

0.8 metres

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

7 centimetres

**What materials will the advertisement be made of?:**

Aluminium and perspex

**The colour of text and background:**

Stove enamelled slate grey to RAL 7015. Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c. Letters and Quattro dots illuminated only.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.22 metres

**Width:**

0.69 metres

**Depth:**

0.1 metres

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

0.7 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Digital screen

**The colour of text and background:**

Images of Greggs products and offers.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1.22 metres

**Width:**

0.69 metres

**Depth:**

0.1 metres

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

0.7 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?:**

10 centimetres

**What materials will the advertisement be made of?:**

Digital screens

**The colour of text and background:**

Greggs products and seasonal offers.

**Will the advertisement be illuminated?:**

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

Digital screens. The screens have no moving animation on them and the screen promotion changes no more than every 15 minutes. They are set back 200 mm from the window to enable cleaning and are switched off outside of normal trading hours.

## 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

## Advertisement(s) Period

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

From Date

31/05/2022

To Date

31/05/2027

## 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

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

## 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

SARA HUMPHRIES

Date

18/02/2022