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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	<input type="text" value="252"/>
Suffix	<input type="text"/>
Property Name	<input type="text" value="Hema"/>
Address Line 1	<input type="text" value="Tottenham Court 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="W1T 7RB"/>

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

Easting (x)	<input type="text" value="529693"/>	Northing (y)	<input type="text" value="181631"/>
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

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 x internally illuminated fascia signs along the Tottenham Court Road elevation (Signs A and D);  
1 x external 'A' frame sign along the Tottenham Court Elevation; and  
1 x internally illuminated fascia sign along the Morwell Street elevation

**Advertisement Type:**

Fascia Sign

**Height:**

0.54 metres

**Width:**

3.72 metres

**Depth:**

0.06 metres

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

3.8 metres

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

0.06 metres

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

54 centimetres

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

Acrylic, stainless steel

**The colour of text and background:**

White

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.3 metres

**Width:**

2.076 metres

**Depth:**

0.06 metres

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

2.743 metres

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

0.06 metres

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

30 centimetres

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

acrylic, stainless steel

**The colour of text and background:**

White

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.1 metres

**Width:**

2.93 metres

**Depth:**

0.06 metres

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

3.61 metres

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

0.06 metres

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

10 centimetres

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

acrylic, stainless steel

**The colour of text and background:**

White

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

1.02 metres

**Width:**

0.67 metres

**Depth:**

0.412 metres

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

0 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?:**

0 centimetres

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

graphic panel

**The colour of text and background:**

white and red

**Will the advertisement be illuminated?:**

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

## 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)

Please see plans.

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

25/05/2022

To Date

25/05/2027

## 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

Joshua Price

Date

23/05/2022



