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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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)  Northing (y)

Description

## Applicant Details

### Name/Company

Title

Miss

First name

Amy

Surname

Pavlis

Company Name

Sweaty Betty LTD

### Address

Address line 1

Cavendish House

Address line 2

69-79 Fulham High Street

Address line 3

Town/City

London

Country

United Kingdom

Postcode

SW6 3JW

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

### Contact Details

Primary number

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

Secondary number

Fax number

Email address

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Shop front signage applied as vinyl  
Projecting store sign  
Vinyl's on windows

**Advertisement Type:**

Fascia Sign

**Height:**

0.291 metres

**Width:**

2.071 metres

**Depth:**

0.01 metres

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

3.74 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?:**

0.291 centimetres

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

Vinyl

**The colour of text and background:**

Text: White Background: Pantone cool grey 2C

**Will the advertisement be illuminated?:****Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.04 metres

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

2.914 metres

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

0.75 metres

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

0.291 centimetres

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

Metal aluminium sign spray painted with vinyl application

**The colour of text and background:**

Text: Fluro orange Background: Dark Grey

**Will the advertisement be illuminated?:****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

01/08/2022

To Date

01/08/2027

## 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

If yes, please provide details of their name, role, and how they are related:

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

## 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

Amy Pavlis

Date

08/07/2022