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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

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

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

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

- (i) Building signage and number above the podium building office entrance on Percy Street
- (ii) Building signage and entrance above the tower building office entrance on Percy Street
- (iii) Internally illuminated building sign alongside the tower entrance on Percy Street to replace the previous building signage in this location
- (iv) Vehicle entrance signage and cycle sign alongside the service yard entrance on Windmill Street

Advertisement Type:

Fascia Sign

Height:

0.15 metres

Width:

1.311 metres

Depth:

0.03 metres

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

3.285 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?:

0.15 centimetres

What materials will the advertisement be made of?:

Black cut metal letters fixed direct to stone building facade above podium entrance doors.

The colour of text and background:

Black text

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.15 metres

Width:

1.217 metres

Depth:

0.03 metres

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

3.285 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?:

15 centimetres

What materials will the advertisement be made of?:

Black cut metal letters fixed direct to stone building facade above tower entrance doors.

The colour of text and background:

Black text

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.15 metres

Width:

0.485 metres

Depth:

0.02 metres

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

1.9 metres

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

0.02 metres

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

16 centimetres

What materials will the advertisement be made of?:

Black cut metal forms fixed direct to stone right to entrance of gates to service yard and stencil bike icon directly to gate bars.

The colour of text and background:

Black text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.303 metres

Width:

0.85 metres

Depth:

0.01 metres

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

1.383 metres

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

0.01 metres

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

30.37 centimetres

What materials will the advertisement be made of?:

White 3D illuminated Met logo next to tower entrance. Surface mounted to exterior of back-painted glass panel. Consists of four acrylic (internally lit) elements.

The colour of text and background:

White text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

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

'Met' sign next to the tower entrance doors (replacing the previous advertisement in this location).

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

If Yes, please provide details

There is currently Met Building signage on the service yard which will be replaced by the new signage proposed.

There was a previously a Met Building sign to the right of the tower entrance and street numbering next to/above both entrances, but these have been removed as part of the construction works.

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)

See enclosed photographs

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

18/01/2023

To Date

18/01/2028

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

CBRE Planning & Development Team

Date

18/01/2023