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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

16-24 Central London Police Station

Address Line 1

Whitfield Street

Address Line 2

Address Line 3

Camden

Town/city

London

Postcode

W1T 2RA

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

Easting (x)

529559

Northing (y)

181723

Description

Applicant Details

Name/Company

Title

Mr

First name

Giovanni

Surname

Leuzzo

Company Name

Infinity Outdoor

Address

Address line 1

44 Charlotte street

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

W1T2NR

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

A temporary open weave banner mesh advert situated upon a fully working access scaffold.
The temporary scaffold upon the host building will be installed to allow completion of the approved redevelopment of the site. We propose to cover the scaffold
with a shroud showing a 1-1 image of the host building behind the scaffold. A section of the shroud will from time to time show commercial advert.
When a commercial advert is not in situation the scaffold will revert to being dressed in a 1-1 montage image of the host building.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other type

Height:

7.2 metres

Width:

7.5 metres

Depth:

0.05 metres

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

8.8 metres

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

1.3 metres

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

300 centimetres

What materials will the advertisement be made of?:

Fabric mesh

The colour of text and background:

Various

Will the advertisement be illuminated?:

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

We propose to dress the host scaffold in a 1-1 montage of the host building behind the temporary fully working access scaffold.

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

20/10/2024

To Date

25/10/2025

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 the questions answered, details provided, and the 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 opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Giovanni Leuzzo

Date

28/08/2024