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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"/>
Suffix	<input type="text"/>
Property Name	<input type="text"/>
Address Line 1	<input type="text"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text"/>
Town/city	<input type="text"/>
Postcode	<input type="text"/>

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

Easting (x)	Northing (y)
<input type="text"/>	<input type="text"/>
Description	<input type="text"/>

Applicant Details

Name/Company

Title

Mr

First name

Yelnur

Surname

Zharkynbek

Company Name

Smartroom Services Ltd

Address

Address line 1

Basement Storage 20

Address line 2

Lambs Conduit Street

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

WC1N 3LE

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)

Advertisement Type:

Fascia Sign

Height:

0.16 metres

Width:

1.19 metres

Depth:

0.01 metres

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

2.745 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?:

0.16 centimetres

What materials will the advertisement be made of?:

Non-Lit 'smartroom>' logo in fret-cut white colour #FFFFFF opaque vinyl sticker stuck on existing glass window

The colour of text and background:

White text with transparent background stuck on glass window.

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.24 metres

Width:

0.24 metres

Depth:

0.82 metres

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

2.765 metres

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

0.82 metres

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

0.12 centimetres

What materials will the advertisement be made of?:

Non-Lit Solid White Acrylic rectangular cuboid with signs on three sides (#FFFFFF) Letters and logo are in blue colour in vinyl decals #302D9F The sign is mounted perpendicular to the building wall, using a metal support system integrated into the sign, mounted with M8 expansion bolts.

The colour of text and background:

The colour of text and logo is blue #302D9F The background colour is white #FFFFFF

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.245 metres

Width:

0.51 metres

Depth:

0.87 metres

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

1.399 metres

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

0.87 metres

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

0.122 centimetres

What materials will the advertisement be made of?:

The sign will consist of two parts: 1. Non-Lit 'storage' word in fret-cut bronze letters (painted with powder coating into blue colour #302D9F) surface mounted on existing facade 2. Lucande LED outdoor wall lamp, downlight, 36W, warm white (3000K), 1511 lumens, die-cast aluminum and glass, blue (#302D9F), 230V, IP65, Class I, wall-mounted perpendicularly with two expansion bolts.

The colour of text and background:

The colour of text is blue #302D9F, cut out, so no background. Mounted on the existing white colour brick wall.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

13000 cd/m²

Will the illumination be static or intermittent?:

Static

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

01/12/2024

To Date

01/10/2040

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

I asked the landlord of the building (20-26 Lambs Conduit Street) for the permission to install the signage.

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

Yelnur Zharkynbek

Date

06/11/2024