

**Camden**Camden Town Hall
Argyle Street
Entrance
Euston Road
London WC1H 8ND

Development Control Team

**APPLICATION FOR CONSENT TO
DISPLAY ADVERTISEMENTS**Town & Country Planning (Control of Advertisements)
Regulations 1992

Please read notes overleaf before filling in this form. Complete all sections in BLOCK CAPITALS, and answer every question. (Completed forms (four copies, one of which must be originally signed), plus fee and drawings should be sent to the address overleaf).

I apply for consent to display an advertisement and declare that to the best of my knowledge all the information contained in this form is correct.

Signed

Applicant/Agent (please delete)

Date 13/04/07

FEE (Please delete/insert as appropriate)

- I enclose the application fee of £

by cheque/P.O.No:

FOR OFFICE USE:

Receipt No.

Date

Payee

Area: S NW NE

Cheque No.

FOR OFFICE USE:

Case File C/A

Reg. No. CA/

Date Received

1. ApplicantName: DANIELLE CHIDLOW
THE NATIONAL GALLERYAddress: ST VINCENT HOUSE
30 ORANGE STREET

LONDON Post Code: WC2

Tel No: 020 7747 2839

Agent (if any) to whom correspondence will be sentName: DONNA HEMLEY
THE PARTNERSAddress: ALBION COURTYARD
GREENHILL RENTS

LONDON Post Code: EC1M 6PQ

Tel No: 020 7689 4603 Ref: THE GRAND TOUR 44

2. Application Site

Address: CAFFE NERO, 30 MONMOUTH STREET, LONDON

Post Code: WC2H 9HA

3. Description of Proposed Advertisement - Tick one or more boxes☐

AN APPLICATION FOR A FASCIA SIGN

IF OTHER PLEASE SPECIFY:

FRAMED PRINT
ACCOMPANIED BY A
NAME & DETAILS PLAQUE☐

AN APPLICATION FOR A PROJECTING SIGN

i.e. FRAMED REPLICA NATIONAL GALLERY PAINTING
WITH A GALLERY STYLE PLAQUE EXPLAINING THE
PAINTING AND INTRODUCING THE EVENT☐

AN APPLICATION FOR A HOARDING

Period for which consent is
sought:

8/6/07 - 31/8/07

4. Details of Proposed Advertisement

a. Will the advertisements be illuminated?

YES

☐☒

NO

b. If yes, please state the type and location of illumination and degree of luminance (e.g. internally, externally, floodlighting etc.):

N/A

c. Will the illumination be static?

YES

☐☐

NO

If no, please give details of intermittent illuminations.

d. What are the dimensions of the advertisement, (including height above ground, extent of projection etc.):

PAINTING SIZE: 220CM x 135CM PROTRUDES: 12.5CM

APPROXIMATE HEIGHT FROM GROUND: 30CM

PLAQUE SIZE: 35CM X 25CM PROTRUDES: 10CM

APPROXIMATE HEIGHT FROM GROUND: 150CM

e. In the case of a building, state the position to be occupied by the advertisement:

ON THE EXTERNAL WALL, ON MONMOUTH STREET

f. Specify materials and colours of proposed sign:

PAINTINGS: HP DESIGNJET PRINT ON EPIFLEX STRETCHED OVER A 2.1CM THICK SHEET OF NIELSEN BAINBRIDGE ARTCARE (MADE OF VIRGIN ALPHA CELULOSE) BOARD, WITH A HARDWOOD FRAME.

PLAQUE: PRINTED ADHESIVE BACKED VINYL MOUNTED ON ALUMINIUM.

g. List all plans and drawings submitted:

PROJECT SITE 44

PLAN A: MARKED-UP PHOTO

PLAN B: MARKED UP ORDNANCE SURVEY MAP

PLAN C: PROJECT VISUAL OF AN EXAMPLE WALL

PLAN D1: PROJECT DESCRIPTION

PLAN D2: PROJECT DESCRIPTION CONT

PLAN D3: TYPICAL LOCATIONS & PAINTINGS

PLAN E: PROJECT LOCATIONS MAP

PLAN F: METHOD STATEMENT

Enclose photographs of the existing building if possible.

5. Site Ownership and Use

a. Does the applicant own the land or buildings concerned?

YES ☐ NO ☒

b. If no, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained?

YES ☒ NO ☐

c. What is the purpose for which the land or buildings is now used? COFFEE SHOP

6.

Is the applicant/agent related to either a member of the Council or any Council employee?

YES ☐ NO ☒

Please send your completed form (with four copies), the correct fee, and five sets of drawings to:

Planning, Development Control
Environment Department
Camden Town Hall
Argyle Street Entrance
Euston Road
London WC1H 8ND

or by hand to One Stop Reception/Enquiry Desk, 5th Floor, at the above address



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