



Camden

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

ENVIRONMENT

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 FINANCE SECTION USE:

Receipt No.

Date

Payee

Area: S NW NE

Cheque/PO £

FOR OFFICE USE:

Case File C/A

Reg. No. CA/

Date Record

2007/1935/A

1. Applicant

Name: DANIELLE CHIDLOW
THE NATIONAL GALLERY
Address: ST VINCENT HOUSE
30 ORANGE STREET
LONDON Post Code: WC2
Tel No: 020 7747 2839

Agent (if any) to whom correspondence will be sent

Name: DONNA HEMLEY
THE PARTNERS
Address: ALBION COURTYARD
GREENHILL RENTS
LONDON Post Code: EC1M 6PQ
Tel No: 020 7689 4603 Ref: THE GRAND TOUR 50

2. Application Site

Address: CAMBRIDGE THEATRE, EARLHAM STREET, SEVEN DIALS, LONDON Post Code: WC2H 9HU

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: 340CM x 300CM PROTRUDES: 12.5CM
APPROXIMATE HEIGHT FROM GROUND: 130CM
PLAQUE SIZE: 35CM X 25CM PROTRUDES: 10CM
APPROXIMATE HEIGHT FROM GROUND: 130CM

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

ON THE EXTERNAL SIDE WALL, ON MERCER 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 CELULLOSE) BOARD, WITH A HARDWOOD FRAME.

PLAQUE: PRINTED ADHESIVE BACKED VINYL MOUNTED ON ALUMINIUM.

g. List all plans and drawings submitted:

PROJECT SITE 50

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? THEATRE

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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