

Email: planning@camden.gov.uk
 Phone: 020 7974 4444
 Fax: 020 7974 1680

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) Regulations 2007

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.

1. Applicant Name, Address and Contact Details

Title:	Mr	First name:	Jonathan	Surname:	Paul		
Company name:	Almacantar Centre Point LP, acting by its General Partner, Almacan						
Street address:	3 Quebec Mews			Country Code:	National Number:	Extension Number:	
				Telephone number:	02075352900		
				Mobile number:			
Town/City:	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	W1H 7NX						
Are you an agent acting on behalf of the applicant?				<input checked="" type="radio"/> Yes <input type="radio"/> No			

2. Agent Name, Address and Contact Details

Title:	Mrs	First Name:	Natalie	Surname:	Davies		
Company name:	Gerald Eve LLP						
Street address:	72 Welbeck Street			Country Code:	National Number:	Extension Number:	
				Telephone number:	0207 333 6371		
				Mobile number:			
Town/City:	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	W1G 0AY			ndavies@geraldeve.com			

3. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House:	<input type="text" value="103"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Centre Point"/>		
Street address:	<input type="text" value="New Oxford Street"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="WC1A 1DD"/>		

Description of location or a grid reference
(must be completed if postcode is not known):

Easting:	<input type="text" value="529886"/>
Northing:	<input type="text" value="181366"/>

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? Yes No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:					
Title:	<input type="text"/>	First name:	<input type="text" value="Amanda"/>	Surname:	<input type="text" value="Peck"/>
Reference:	<input type="text" value="Email Correspondence"/>				
Date (DD/MM/YYYY):	<input type="text" value="18/03/2014"/>	(Must be pre-application submission)			

Details of the pre-application advice received:

Following our meeting on 16 April and the presentation of the building wrap I have discussed the proposal with Frances Wheat, Conservation and Enforcement colleagues and can advise as follows.

Shroud

Five options for the shroud were presented at our meeting (white, circles, 2 versions of horizontal zig zags, 2 versions of graphical representations of the building). It is understood that the scaffolding will be in place for approximately 60 weeks in total with the work being carried out and the associated shroud in place at different parts of the building during this time. Essentially during weeks 14-36 the building gradually becomes encased in the shroud, there is a 2 week period where the whole building is shrouded between weeks 36 and 38 and then from week 38 onwards the shroud begins to be removed.

It is considered that the attached 'graphical representations of the building' option could be installed without requiring advertisement consent. This is because this pattern appears to be a graphical representation of a 1:1 image of the building and not branding or advertising. Should this version be selected details should be included with the hoarding/window vinyl advertisement application for information purposes. The circular and zig zag options are considered to be branding and advertisement consent would be required for these patterns. If these versions are selected further discussion is required with regard to the acceptability of these adverts.

Please note that if the attached option is selected it is advisable not to repeat this pattern on the hoardings as the pattern may then be construed as being branding.

Hoardings and window vinyl

As previously advised the symbols on the hoarding and window vinyl are considered to fall within the definition pursuant to Section 336 of the Town and Country Planning Act 1990 (TCPA 1990) of an advertisement as it appears to be branding and they do not benefit from deemed advert consent. Section 336 states that an 'advertisement' means any word, letter, model, sign, placard, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction.

The images shown on the hoardings and window vinyl appear to be of an acceptable scale and location, however there is considered to be the potential to involve the local community and add benefit to the proposal as follows. Given the amount of hoardings that will be in this location with the adjacent Crossrail site and other development sites it would be useful to include public art/links with local community and directional and local information on part of the hoarding (e.g. local community groups could design public art for part of the hoarding; and directions to Denmark Street, St Giles Church and other community uses in the area). I am copying in my colleagues Caroline Jenkinson and Lucy Jefferies who can advise further on this.

Please note that I have not assessed the location of the hoardings in relation to pedestrian flows, location of gates or licence requirements and am copying in my transport Colleague Steve Cardno as further discussion may be required with him with regard to these points.

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? Yes No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you? Yes No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Pattern and site name applied to perimeter hoarding.

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

Vinyl pattern applied to Centre Point Link glazing

8. 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

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: To:

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? Yes No

11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?

Hoarding is constructed from Protomax (recycled plastic) boards, the pattern will be applied with a gloss vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

White on Black background

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: cd/m

Will the illumination be static or intermittent? Static Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?

Vinyl applied to internal face of glazing

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

N/A

Will the sign be illuminated? Yes No

12. 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? (Please select only one)

The agent The applicant Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.



Date

17/07/2014