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Development Management  
Regeneration and Planning  
London Borough of Camden  
Judd Street  
London WC1H 8ND

## 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:	<input type="text" value="Mr"/>	First name:	<input type="text" value="Scott"/>	Surname:	<input type="text" value="Brotherton"/>		
Company name	<input type="text" value="Camden Arts Centre"/>						
Street address:	<input type="text" value="Camden Arts Centre"/>			Country Code	National Number	Extension Number	
	<input type="text" value="Arkwright Road"/>			Telephone number:	<input type="text"/>	<input type="text"/>	
	<input type="text"/>			Mobile number:	<input type="text"/>	<input type="text"/>	
Town/City	<input type="text" value="London"/>			Fax number:	<input type="text"/>	<input type="text"/>	
County:	<input type="text" value="London"/>			Email address:	<input type="text"/>		
Country:	<input type="text" value="United Kingdom"/>						
Postcode:	<input type="text" value="NW3 6DG"/>						
Are you an agent acting on behalf of the applicant?				<input type="radio"/> Yes	<input checked="" type="radio"/> No		

### 2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

### 3. Site Address Details

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

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Camden Arts Centre"/>		
Street address:	<input type="text" value="Arkwright Road"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="NW3 6DG"/>		
Description of location or a grid reference (must be completed if postcode is not known):			
Easting:	<input type="text" value="526043"/>		
Northing:	<input type="text" value="185159"/>		

Description:

#### 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:  First name:  Surname:

Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

Previous application rejected.  
A site visit was undertaken by Mr Gentet. Recommended to reduce the size of the white aluminium display board (previous size 200cm x 200cm x 15cm, now reduced).  
Previous advice given by Ms Emily Marriott Brittan: 'Our enforcement officer does not see an issue in principle. The sign would require advertisement consent and we would discourage internal backlit illumination'. We now propose external illumination. The new triple A1 poster sign will be positioned a minimum of 18m apart from existing signage.

#### 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):

This application is further to an application made in 2014 ref: 2014 / 4069/A.  
We have since received funding for the signage. We were in discussion previously with Mr Matthias Gentet, but we didn't complete amendments within the period of the application.  
1 x A0 Triple poster board to be placed within garden beds (Centre property) further to the left of garden step entrance on Finchley Road. 144cm x 298cm.  
We propose this be illuminated by an externally mounted fluorescent down light (not backlit) which will be powered evenings only between the hours of twilight and 11pm  
1x white general information display - D/sided 3mm aluminium freestanding monolith 140cm x 150 cm x 15cm. NB Size has been reduced since previous application.  
We propose this be illuminated by an externally mounted fluorescent down light (not backlit) which will be powered evenings only between the hours of twilight and 11pm.  
These will not obstruct the building as they would be in front of the wooden fence and the glass wall beside the garden.  
There are currently x2 white display boards (set back at the side entrance on Arkwright Road, and on the corner of Finchley Road and Arkwright Road) and x2 triple poster display board (on Arkwright Road and further up Finchley Road-minimum 18m distance away from new proposed signage).  
There is currently no advertising on this entrance to the Centre as the beds were recently overgrown and have been cleared. New planting has been completed to improve the general appearance.

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:

These new signs are intended to support our business activity for lunchtime access to cafe and garden up stepped entrance. New proposed white sign located at foot of stepped entrance will direct disabled visitors to level access entrance on Arkwright Rd. Poster boards will advertise cafe, garden and facilities and be visible to visitors of JW3 centre on opposite side of road. Both the poster board and white display board are the same models as existing and therefore in keeping with the overall appearance.

#### 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

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

If No, why has permission not been obtained?

The building is on a long-term lease from Camden Council until 2027. No permission is required under the lease agreement, and advertising boards can be removed if required at a later date.

## 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?

Aluminium and stainless steel

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

cm

The colour of text and background:

Varied - rolling series of posters to be installed within

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

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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?

Aluminium coated Standard RAL White

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

cm

The colour of text and background:

Blue lettering on white 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

## 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