



City of Westminster

CITY OF WESTMINSTER

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DEPARTMENT OF PLANNING AND CITY DEVELOPMENT

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning (Control
of Advertisements) Regulations 1992

Please read the notes overleaf before answering any questions. Complete all sections in BLOCK CAPITALS and answer every question. Three copies of the completed form and three sets of drawings as specified in Note 4 overleaf are required.

<p>I apply for consent to display an advertisement and declare that to the best of my knowledge all the information contained in this application form is correct.</p> <p>SIGNED _____ Applicant/Agent</p> <p>DATE <u>17/4/2007</u></p> <p>I enclose the appropriate fee of £ _____ by cheque/P.O. No. _____</p>	<p><i>Office use only:</i></p> <p>UPRN No: _____</p> <p>RN No: _____</p> <p>Fee Req'd: £ _____ Fee Paid £ _____</p> <p>Fee Owing: £ _____ Cheque/P.O. _____</p>
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<p>1. Applicant</p> <p>Name: <u>DANIELLE CHIDLOW</u> <u>THE NATIONAL GALLERY</u></p> <p>Address: <u>ST VINCENT HOUSE</u> <u>30 ORANGE STREET</u> <u>LONDON</u> Post Code: <u>WC2</u></p> <p>Tel No: _____</p>	<p>Agent (if any) to whom correspondence will be sent</p> <p>Name: <u>DONNA HEMLEY</u> <u>THE PARTNERS</u></p> <p>Address: <u>ALBION COURTYARD</u> <u>GREENHILL RENTS</u> <u>LONDON</u> Post Code: <u>EC1M 6PQ</u></p> <p>Tel No: <u>020 7689 4603</u> Ref: <u>THE GRAND TOUR 38</u></p>
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2. Application Site

Address: LONDON GRAPHIC CENTRE, 16-18 SHELTON STREET, COVENT GARDEN, LONDON Post Code: WC2H 9JL

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

<input type="checkbox"/> AN APPLICATION FOR A FASCIA SIGN	IF OTHER PLEASE SPECIFY: <u>FRAMED PRINT ACCOMPANIED BY A NAME & DETAILS PLAQUE</u>
<input type="checkbox"/> AN APPLICATION FOR A PROJECTING SIGN	<u>i.e. FRAMED REPLICA NATIONAL GALLERY PAINTING WITH A GALLERY STYLE PLAQUE EXPLAINING THE PAINTING AND INTRODUCING THE EVENT</u>
<input type="checkbox"/> AN APPLICATION FOR A HOARDING	Period for which consent is sought: <u>8/6/07 - 31/8/07</u>

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: 160CM x 170CM PROTRUDES: 10CM
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 WALL, ON SHELTON 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. SCREW FIXED TO WALL.

g. List all plans and drawings submitted:

PROJECT SITE 38
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? SHOP

Please return the completed application form, drawings and fee to the Planning and City Development Department, Westminster City Council, PO Box 240, City Hall, 64 Victoria Street, LONDON SW1E 6QP or by hand to the Planning Desk, One Stop Services at 62 Victoria Street, LONDON SW1E 6QP.