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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:	<input type="text"/>	First Name:	<input type="text" value="Mark"/>	Surname:	<input type="text" value="Wilkinson"/>
Company name:	<input type="text"/>				
Street address:	<input type="text" value="Infinity Outdoor"/>				
	<input type="text" value="1st Floor"/>	Telephone number:	<input type="text"/>		
	<input type="text" value="44 Charlotte Street"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>				
Postcode:	<input type="text" value="W1T 2NR"/>	Email address:	<input type="text"/>		
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="Town Hall Annexe"/>		
Street address:	<input type="text" value="Euston Road/ Argyle Street"/>		
	<input type="text"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
Postcode:	<input type="text" value="WC1H 9JE"/>		

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

Easting:	<input type="text" value="530135"/>
Northing:	<input type="text" value="182795"/>

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:

Mr Gentet, advised in email form on the Councils requirements for commercial banner adverts in particular he stated that to be acceptable our proposed advert should be no larger than 10% (size limit for the advert commercial space) of/ within the proposed shrouding upon the elevation in question. He confirmed that the advert should be non- illuminated.

Therefore, we have amended our application in accordance with these instructions and trust that this revised application will be considered favourably?

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):

An open weave NON ILLUMINATED banner mesh advert situated upon a temporary access scaffold whilst the refurbishment and redevelopment of the Former Town Hall Annexe is completed.

The proposed commercial advert display will be situated upon the scaffold on the front elevation of the building and take up LESS THAN 10% of the available space upon the front elevation of the scaffold on the host building.

Available space upon the front scaffold elevation is 42m x 53m = 2,226 square metres.

Proposed commercial banner advert is only 220 square metres.

The remaining area of the scaffold will be dressed in a 1-1 image of the host building.

The banner advert is a temporary proposal solely for the period of the redevelopment of the host building, and the advert will be situated centrally within a 1-1 shroud on the scaffold on the front elevation of the former Town Hall Annexe.

The advert will be surrounded by a 1-1 montage image which will cover the entire scaffold on this elevation of the building.

The advert will be shown from time to time and when not in situ the entire elevation will display a 1-1 shroud to cover the entire scaffold elevation.

As described the commercial advert will be non illuminated.

The commercial advert will have a size of less than 10% of the available space available on this elevation.

The commercial advert will be set within a 1-1 image shroud of the host building.

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:

An open weave fabric mesh banner situated upon the temporary access scaffold on the former Town Hall Annexe.

The proposed banner advert will have a size of less than 10% of the available space upon the scaffold.

A 1-1 image of the host building will cover the remainder of the elevation.

The advert space will be centrally located.

The advert space will not be illuminated.

7. Type of Proposed Advertisement(s)

When not showing a commercial display the entire scaffold will be covered with a 1-1 image of the building.

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

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?
- What is the maximum height of any of the individual letters and symbols (in centimetres)? cm
- The colour of text and background:
- 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