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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="Grays Inn Chambers"/>		
Street address:	<input type="text" value="Gray's Inn"/>		
	<input type="text"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
Postcode:	<input type="text" value="WC1R 5JA"/>		

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

Easting:	<input type="text" value="531051"/>
Northing:	<input type="text" value="181641"/>

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes No

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):

A temporary open weave mesh banner advert upon a temporary fully working access scaffold, during the refurbishment period of the building at 19-21 High Holborn, Grays Inn Chambers.

Please note that both buildings will be covered by scaffold for the redevelopment period. The application is made for a temporary period only whilst the scaffold is in situation. Therefore, the visual amenity of our proposal should be assessed against a scaffold with loose fitting mono-flex sheeting (or our high quality external scaffold elevation frame fitted shroud).

The visual amenity should not be assessed against the buildings behind the scaffold--- because for the requested period the buildings will be covered by a fully working access scaffold.

The advert would be illuminated between the hours of 7.00 am and 11.00 pm, with the benefit of photo electronic sensors to control and switch off the illumination during daylight hours

We would also confirm the following point-

- A full working access scaffold will be erected on both building elevations. We can give a 100% guarantee that this will not be any kind of scaffold frame on the building for the installation of the shroud and advertising.
- 1:1 image of building installed on commercial element area when no advert is in place.

The building shroud incorporating a 1:1 image will only be viable if this consent is granted as the installation and maintenance of the frame and shrouding will be paid for by the advertising income. Therefore this is a planning choice between scaffolding with loose fitting mono-flex and our frame mounted engineered high quality building image shroud incorporating a commercial advert.

To demonstrate the comparison between the 2 solutions, we attach 2 photos of a site we had in St Marks Square Venice on the Marciana Public Library during external refurbishment works. As you will be aware this is a world heritage site. we believe the image clearly demonstrates how 1:1 and commercial image sits far more sympathetically with its surroundings than pure white monaflex. Please note - the Venice images are purely for comparison to highlight the difference between 1:1 shroud/ commercial advert AND white monaflex.

We would like be clear the two buildings in question will be totally obscured by the scaffolding during the period of consent requested irrespective of whether this consent is granted. Any consideration of visual amenity impact on the host buildings for this period is irrelevant to this application

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 upon a temporary access scaffold whilst the host buildings are being renovated.

The entire scaffold will be shrouded with a 1-1 image of the host building, with an area in the centre of the shroud given over for the occasional posting of commercial adverts.

When a commercial advert is not being shown the entire scaffold would be shrouded with a 1-1 image of the host building, thus greatly improving the visual amenity of the scaffold an area.

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

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