



Email: [planning@camden.gov.uk](mailto: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 Advertisements) (England) Regulations 2007

You can complete and submit this form electronically via the Planning Portal by visiting [www.planningportal.gov.uk/apply](http://www.planningportal.gov.uk/apply)

**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.

Please complete using block capitals and black ink.  
It is important that you read the accompanying guidance notes as incorrect completion will delay the processing of your application.

1. Applicant Name and Address	2. Agent Name and Address
Title: <input type="text" value="MR"/> First name: <input type="text" value="KIRIL"/>	Title: <input type="text" value="MR"/> First name: <input type="text" value="TIMOTHY"/>
Last name: <input type="text" value="UVAROV"/>	Last name: <input type="text" value="ELLIOTT"/>
Company (optional): <input type="text" value="WORLD CHESS EVENTS LIMITED"/>	Company (optional): <input type="text" value="PEOPLE LIVE LIMITED"/>
Unit: <input type="text"/> House number: <input type="text"/> House suffix: <input type="text"/>	Unit: <input type="text"/> House number: <input type="text"/> House suffix: <input type="text"/>
House name: <input type="text" value="3RD FLOOR"/>	House name: <input type="text" value="118-120"/>
Address 1: <input type="text" value="FAIRGATE HOUSE"/>	Address 1: <input type="text" value="WARDOUR STREET"/>
Address 2: <input type="text" value="78 NEW OXFORD STREET"/>	Address 2: <input type="text"/>
Address 3: <input type="text"/>	Address 3: <input type="text"/>
Town: <input type="text" value="LONDON"/>	Town: <input type="text" value="LONDON"/>
County: <input type="text" value="U.K."/>	County: <input type="text"/>
Country: <input type="text"/>	Country: <input type="text" value="UK"/>
Postcode: <input type="text" value="WC1A 1HB"/>	Postcode: <input type="text" value="W1F 8AE"/>

### 3. Site Address Details

Please provide the full postal address of the application site.

Unit:  House number:  House suffix:

House name: THE COCHRANE THEATRE AND

Address 1: OLD ST MARTINS ART COLLEGE

Address 2: THEOBALDS ROAD/SOUTHAMPTON ROW

Address 3:

Town: LONDON

County:

Postcode (optional): WC1B 4AP

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

Easting: N/A Northing: N/A

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).  
Please tick if the full contact details are not known, and then complete as much as possible: ☐

Officer name:

Reference:

Date (DD/MM/YYYY):

(must be pre-application submission)

Details of pre-application advice received?

### 5. Neighbour and Community Consultation

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

If Yes, please provide details:

### 6. Authority Employee / Member

With respect to the Authority, I am: Do any of these statements apply to you?

- (a) a member of staff ☐ Yes ☒ No
- (b) an elected member ☐ Yes ☒ No
- (c) related to a member of staff ☐ Yes ☒ No
- (d) related to an elected member ☐ Yes ☒ No

If Yes, please provide details of the name, relationship and role

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

PLEASE SEE SUPPORTING VISUALS.  
BRANDING TO PROMOTE THE STARTING  
OF THE GLOBAL EVENT - THE WORLD  
CHESS CHAMPIONSHIP FINALS

Please indicate the number of the following types of advertisement(s) you are applying for:	Number of advertisement(s)
Application for fascia sign(s)	<u>2</u>
Application for a projecting or hanging sign(s)	
Application for a hoarding(s)	<u>1</u>
Other - <u>3D SCULPTURE</u>	<u>1</u>

If you selected Other, please describe:

PLEASE SEE SUPPORTING VISUALS  
OTHER IS A 3D FREESTANDING  
ART SCULPTURE AS THE ICON FOR  
THE WORLD CHESS EVENT

### 8. Location of Advertisement(s)

Is the advertisement you are applying for already in place? ☐ Yes ☒ No

If Yes, please provide details of when the use or work started:

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes ☒ No ☐ Not applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photographs.

Will the proposed advertisement(s) project over a footpath or other public highway? ☐ Yes ☐ No

SDates: 2014-02-10 05:58 Revision: 5975 1

### 9. Advertisement Period

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

From 01/11/18

To 30/11/18

date (DD/MM/YYYY)

### 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 not?

### 11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

	Advertisement 1	Advertisement 2	Advertisement 3
Type:	THEATRE WALL BANDING, VINYL TO TIMBER WALL GRASS	FLOOR STANDING BANNERS	ENTRANCE TOTEMS
a) The height from the ground to the base of the advertisement (in metres)	0.0m AT GROUND LEVEL	0.0m AT GROUND LEVEL	0.0m AT GROUND LEVEL
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	30m x 6m x 0.05m COMBINED	3m x 1.25m x 0.05	2.4m x 0.75m x 0.05m
c) The maximum height of any of the individual letters and symbols (in metric)	0.5m	0.15m	0.15m
d) The colour of the text and background	BACKGROUND/TEXT BLACK AND WHITE	BACKGROUND/TEXT BLACK AND WHITE	BACKGROUND/TEXT BLACK AND WHITE
e) Materials of the proposed sign(s)	VINYL AND TIMBER	VINYL AND TIMBER	VINYL AND TIMBER
f) The maximum projection of advertisement from the face of the building	100mm	300mm	0.5m
Will any of the sign(s) be illuminated	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
If Yes for any of the proposed signs, answer g), h) and i)			
g) Details of method of illumination (internally illuminated/externally illuminated)	EXTERNALLY	INTERNALLY	EXTERNALLY
h) Illuminance levels (cd/m <sup>2</sup> )	APPROXIMATELY 800	800 LUX	800 LUX
i) Will the illumination be static or intermittent?	STATIC	STATIC	STATIC



**9. Advertisement Period**

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

From

To

date (DD/MM/YYYY)

**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 not?

**11. Details of Proposed Advertisement(s)**

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

	Advertisement 4	Advertisement 5	Advertisement 3
Type:	DOOR PORTAL	3D SCULPTURE	
a) The height from the ground to the base of the advertisement (in metres)	0.0m AT GROUND LEVEL	0.0m AT GROUND LEVEL	
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	2.8m x 6m x 1m	3.7m x 3.6m x 3.6m	
c) The maximum height of any of the individual letters and symbols (in metric)	0.15m	0.15m	
d) The colour of the text and background	BACKGROUND AND TEXT - BLACK/WHITE	BACKGROUND AND TEXT - BLACK AND WHITE	
e) Materials of the proposed sign(s)	TIMBER AND VINYL	METAL, TIMBER, COMPOSITE PANEL, VINYL	
f) The maximum projection of advertisement from the face of the building	1m	FREESTANDING	
Will any of the sign(s) be illuminated	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
If Yes for any of the proposed signs, answer g), h) and i)			
g) Details of method of illumination (internally illuminated/externally illuminated)	EXTERNALLY	EXTERNALLY	
h) illuminance levels (cd/m <sup>2</sup> )	800 LUX	800 LUX	
i) Will the illumination be static or intermittent?	STATIC	STATIC	

## 12. Planning Application Requirements - Checklist

Please read the following checklist to make sure you have sent all the information in support of your proposal. Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the Local Planning Authority (LPA) has been submitted.

The original and 3 copies\* of a completed and dated application form:

Description of signs, size and The type of each sign for which application is being made, e.g. fascia, projecting box, pole-mounted free-standing, should be shown, together with the dimensions of each sign. If any of the signs are to be illuminated please describe the type of illumination, e.g. internal, external, floodlight, etc, and whether the illumination will be static, flashing, or have moving parts. The original and 3 copies\* of each description should be provided:

The original and 3 copies\* of a plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of north:

The correct fee:

☒ The drawing of the proposed advertisement should show its dimensions and position on the land or building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. A site location plan should also be provided which identifies the proposed position of the advertisement and location of the site by reference to at least two named roads. It should be drawn to an identified scale and show the direction of North. Ordnance Survey maps are not required. Photographs and photomontages may be used. The original and 3 copies\* of each drawing should be provided: ☒

The original and 3 copies\* of other plans and drawings information necessary to describe the subject of the application: ☒

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

Where the site is within the boundaries of a highway, evidence that the application is acceptable to the highway authority must be provided.

\*National legislation specifies that the applicant must provide the original plus three copies of the form and supporting documents (a total of four copies), unless the application is submitted electronically or, the LPA indicate that a smaller number of copies is required. LPAs may also accept supporting documents in electronic format by post (for example, on a CD, DVD or USB memory stick). You can check your LPA's website for information or contact their planning department to discuss these options.

## 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.

Signed - Ap

Or signed - Agent:

Date DD/MM/YYYY:

5/10/2018

(date cannot be pre-application)

## 14. Applicant Contact Details

Telephone numbers

Country code: National number: Extension number:  
Country code: Mobile number (optional):  
Country code: Fax number (optional):  
Email address (optional):

## 15. Agent Contact Details

Telephone numbers

Country code: National number: Extension number:  
Country code: Mobile number (optional):  
Country code: Fax number (optional):  
Email address (optional):

## 16. 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)

☒ Agent ☐ Applicant ☐ Other (if different from the agent/applicant's details)

If Other has been selected, please provide:

Contact name:

Telephone number:

Email address:

