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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 Advertisements) (England) 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. Site Address

Number	24
Suffix	
Property name	
Address line 1	Old Gloucester Street
Address line 2	
Address line 3	
Town/city	London
Postcode	WC1N 3AL
Description of site location must be completed if postcode is not known:	
Easting (x)	530412
Northing (y)	181869
Description	

2. Applicant Details

Title	
First name	Brian
Surname	Pistolesi
Company name	October Gallery
Address line 1	24 Old Gloucester Road
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country

Postcode

WC1N 3AL

Primary number

Secondary number

Fax number

Email address

Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

We would like to install three new projecting banners on the external wall of the building on Old Gloucester Street and one stretched frame banner sign on the external wall on Gage Street. There is currently one smaller existing projecting banner next to the front entrance. We would like to add three new banners along the wall, bringing the total of banners on Old Gloucester Street to four. The banners will advertise the name and graphic of the gallery.

Please select the sign types you wish to propose

- ☐ Fascia sign
- ☐ Hanging sign
- ☐ Hoarding sign
- ☒ Other sign

Other Sign

Other sign: 1

What is the height from the ground to the base of the advertisement?

4.8 metre(s)

What is the maximum projection of the advertisement from face of building?

1.1 metre(s)

Dimension:

Height: 6.08 x Width: 0.8 x Depth: 0.03 metre(s)

What materials will the sign be made of?

Vinyl/mesh

What is the maximum height of any of the individual letters and symbols?

50 cm

The colour of text and background

Grey text/Red background

Will the sign be illuminated?

Yes

Will the sign be illuminated internally or externally?

Externally Illuminated

Illuminance levels

0 cd/m2

Will the illumination be static or intermittent?

Static

Other sign: 2

What is the height from the ground to the base of the advertisement?

0 metre(s)

What is the maximum projection of the advertisement from face of building?

0.05 metre(s)

4. Type of Proposed Advertisement(s)

Other sign: 2	
Dimension:	Height: 2.4 x Width: 2.4 x Depth: 0.05 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	100 cm
The colour of text and background Grey text/Red background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

If you have selected Other, please describe

Three identical projecting banner signs fixed at top and bottom with projecting metal frames along the wall on Old Gloucester Street. One stretched frame banner mounted flat on the wall at Gage Street.

5. 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

6. Advertisement(s) Period

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

From	<input type="text" value="01/04/2019"/>
To	<input type="text" value="01/04/2024"/>

7. Neighbour and Community Consultation

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

8. 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

9. 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

9. Pre-application Advice

efficiently):

Officer name:

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text"/>
Reference	Camden Planning Advice and Information Service

Date (Must be pre-application submission)

Details of the pre-application advice received

I spoke by telephone with a representative from the Camden Council Planning Advice and Information Service who advised me to apply for Advertising Consent and for Listed Building Consent.

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. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent. ☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. 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 (cannot be pre-application)