

Email: 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

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	<input type="text" value="79"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Clerkenwell Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="EC1R 5AR"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="531299"/>
Northing (y)	<input type="text" value="182030"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="Miss"/>
First name	<input type="text" value="Claire"/>
Surname	<input type="text" value="Gibson"/>
Company name	<input type="text" value="AlloverMedia Ltd"/>
Address line 1	<input type="text" value="Unit 10 Huntingdon Estate"/>
Address line 2	<input type="text" value="Ebor Street"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country

Postcode

E1 6JU

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)

Hand Painted Mural. We are working with the landlord who is developing the land at 79 Clerkenwell Road. Whilst this development starts, we would like to paint of the gable ends of the building either side of the land. These will be various hand painted adverts, like the now' ghost signs' that you see all over London. The original style of advertising before bill boards and digital media took over the city.

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?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	291 metre(s)
Dimension:	Height: 19.6 x Width: 13.9 x Depth: 0 metre(s)
What materials will the sign be made of? Paint	
What is the maximum height of any of the individual letters and symbols?	1000 cm
The colour of text and background Various	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

If you have selected Other, please describe

Hand Painted Murals

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

21/02/2019

To

21/02/2021

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☒ Yes ☐ No

If Yes, please provide details:

Along with the landlords of the two buildings, we have had informal discussions with local businesses. The feedback has been very positive.

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 efficiently):

Officer name:

Title Mr

First name Ramesh

Surname Depala

Reference

Date (Must be pre-application submission)

22/01/2019

Details of the pre-application advice received

Ramesh advised us that we could apply for consent up to 24 months, to hand paint adverts on the gable ends, whilst the site is being developed. He thought that consent would be granted, as the images would be painted onto existing walls and there would be no need to construct billboards, or any other structures.

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☐ Yes ☒ No

10. Interest In the Land

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)