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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	<input type="text" value="98"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Warner House"/>
Address line 1	<input type="text" value="Theobald's 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="WC1X 8WB"/>

Description of site location must be completed if postcode is not known:

Easting (x)	<input type="text" value="530583"/>
Northing (y)	<input type="text" value="181838"/>

Description

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Michel"/>
Surname	<input type="text" value="Thambyrajah"/>
Company name	<input type="text" value="Warner Bros"/>
Address line 1	<input type="text" value="98 Theobalds Road"/>
Address line 2	<input type="text" value="Holborn"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	United Kingdom
Postcode	WC1X 8WB
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 are currently undergoing major refurbishment on our building in Theobalds Road, WC1X which is an international film / media company.

We currently have a scaffold erected around the building (all necessary licenses for the scaffold are already in place with Camden). This is due to remain at the site until end of June 2019.

We wish to fix one temporary 15 metre x 9 metre banner on the face of the scaffold for a period of about 4 weeks. This can also be considered a shroud due to the 135m2 size. It will be wonderful for the area, bringing in colour to the street and elevated up to 15metres from the ground, so passers by and drivers can enjoy the art. There will be no text except ' SHAZAM (2M height) - Just say the word (1M height)' and 'In cinemas April 5th (1M height)

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?	14 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 9 x Width: 15 x Depth: 0 metre(s)
What materials will the sign be made of? Supreme Mesh 300 GSM	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background Text - Red. Background - Grey	
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

4. Type of Proposed Advertisement(s)

Large Shroud/Banner Stretched across a small area of the front elevation of 98 Theobald's road. Created with Mesh, this will be up for a period of 4 weeks, or less.

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

18/03/2019

To

14/04/2019

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 efficiently):

Officer name:

Title

First name

Surname

Reference

Date (Must be pre-application submission)

Details of the pre-application advice received

Also received advice from McClue, Jonathan, and both to submit an application for advertisement consent on our building. I will submit Existing and Proposed drawings with scale bar. Site location plan - site outline in red.

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?

If yes, please provide details of their name, role, and how they are related:

Michel Thambyrajah
Media Manager

We are planning a marketing and media campaign for a film, and I am leading the planning application discussions.

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)