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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) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Richard

Surname

Slaney

Company Name

Lightroom KX

Address

Address line 1

7 Savoy Court

Address line 2

Address line 3

Town/City

London

Country

United Kingdom

Postcode

WC2R 0EX

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

02031373807

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

simon.ricketts@haworthtompkins.com

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This application for consent for the proposed advertisement is exclusively for the frame and lettering composing the external sign at the entrance of the Lightroom on Lewis Cubitt Square. The sign was shown in principle in the approved application for change of use from sui generis theatre to sui generis Lightroom immersive art experience (application reference 2021/4740/P). The sign consists of a painted steel signage frame to support individual internally illuminated letters securely fixed to the top of the frame. Letters to spell out the word 'LIGHTROOM' over the entrance to the venue. Lighting controls will be dimmable from the venue and will not be left on over night when the venue is not in use. More details on the signage and the structure to support it can be found in the Drawings Package and Design and Access Statement appended to this application.

Advertisement Type:

Other type

Height:

4 metres

Width:

14.6 metres

Depth:

2.5 metres

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

2.625 metres

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

2.75 metres

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

115 centimetres

What materials will the advertisement be made of?:

The sign consists of two elements: A painted steel support frame, and individual illuminated letters. The support frame is made of cantilevering support posts, and a horizontal beam. The support frame is of welded and bolted sections of galvanised mild steel rectangular hollow sections, painted on site. The individual letters consist of bent and curved black polyester powder coated aluminium sheet to form the outlines, and white translucent acrylic on both sides to form the faces of the letters. The letters will be lit from inside using LED lighting, with adjustable colour temperature to achieve the right level of warmth to the white acrylic letter faces, and will be set once agreed. Note that while the input in the lighting section below states '299 candelas per metre squared', the lighting output will be dimmable and set to a level yet to be agreed, but no more than 300 candelas per square metre and turned off when the venue is not in use to save energy and minimise light pollution.

The colour of text and background:

Letters: White acrylic faces, black outlines Background: There is no background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

299 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

The sign proposed does not fit within a category as defined in 'Outdoor advertisements and signs: a guide for advertisers' or the menu on the Planning Portal. A description of the signage form and construction is given in sections above and is drawn and shown in Haworth Tompkins drawings appended to the design and access statement in this application.

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

Advertisement(s) Period

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

From Date

09/11/2022

To Date

15/09/2026

Neighbour and Community Consultation

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

- Yes
 No

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?

- The agent
 The applicant
 Other person

Pre-application Advice

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

- Yes
 No

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

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.

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?

- Yes
- No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Simon Ricketts

Date

03/10/2022