

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 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.

Disclaimer: We can only make	recommendations based on the answers given in the questions.
	le, the description of site location must be completed. Please provide the most accurate site description you can, to le "field to the North of the Post Office".
Number	24
Suffix	
Property Name	
Euston House	
Address Line 1	
Eversholt Street	
Address Line 2	
Address Line 3	
Town/city	
London	
Postcode	
NW1 1AD	
Description of site loa	cation must be completed if postcode is not known:
Easting (x)	Northing (y)
529695	182727

Applicant Details
Name/Company
Title
First name
Euston Propco S.a.r.l.
Surname
Euston Propco S.a.r.I.
Company Name
Euston Propco S.a.r.l.
Address
Address line 1
24 Euston House Eversholt Street
Address line 2
Address line 3
Town/City
London
County
Country
United Kingdom
Postcode
NW1 1AD
Are you an agent acting on behalf of the applicant?
Contact Details
Primary number
***** REDACTED *****

Secondary number	
Fax number	
Email address	
***** REDACTED *****	
Agent Details	
Name/Company	
Title	
Mr	
First name	
Kieran	
Surname	
McCallum	
Company Name	
Daniel Watney LLP	
Address	
Address line 1	
Daniel Watney LLP	
Address line 2	
165 Fleet Street	
Address line 3	
Town/City	
London	
County	
Country	
Postcode	
EC4A 2DW	

Contact Details
Primary number
***** REDACTED *****
Secondary number
Fax number
Email address
***** REDACTED ******
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
"Proposed erection of fascia, wayfinding and projecting signs along the Doric Way, Lancing Street and Eversholt Street elevation of Euston House, and proposed wayfinding markings to the access ramp adjacent to the Lancing Street Entrance"

Advertisement Type:	
Fascia Sign	
<b>Height:</b> 0.69 metres	
Width: 1.46 metres	
Depth: 0.01 metres	
What is the height from 2.3 metres	the ground to the base of the advertisement?:
What is the maximum po	rojection of the advertisement from the face of the building?:
What is the maximum ho	eight of any of the individual letters and symbols?:
What materials will the a	advertisement be made of?:
The colour of text and b RAL 7021 background, w	-
Will the advertisement b	
Advertisement Type: Fascia Sign	
<b>Height:</b> 0.46 metres	
Width: 3.86 metres	
<b>Depth:</b> 0.15 metres	
What is the height from 3.4 metres	the ground to the base of the advertisement?:
What is the maximum po	rojection of the advertisement from the face of the building?:
What is the maximum he	eight of any of the individual letters and symbols?:
	advertisement be made of?: e, stainless steel casing returns, LED lighting within body of letters, illuminating front face of letters only, 10mm
The colour of text and b	_
Will the advertisement b	e illuminated?:
Will the advertisement but the state of the	e illuminated internally or externally?:
Illuminance levels: 500 cd/m²	
Will the illumination be s Static	static or intermittent?:
Advertisement Type: Other type	

Height: 0.37 metres
Width: 0.54 metres
Depth: 0.05 metres
What is the height from the ground to the base of the advertisement?:  1.63 metres
What is the maximum projection of the advertisement from the face of the building?: 0.05 metres
What is the maximum height of any of the individual letters and symbols?: 0.37 centimetres
What materials will the advertisement be made of?: PPC coated bevelled sheet metal
The colour of text and background: Power Red
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 0.5 metres
Width: 0.5 metres
Depth: 0.05 metres
What is the height from the ground to the base of the advertisement?: 1.572 metres
What is the maximum projection of the advertisement from the face of the building?: 0.05 metres
What is the maximum height of any of the individual letters and symbols?: 0.5 centimetres
What materials will the advertisement be made of?: PPC coated bevelled sheet metal
The colour of text and background: Power Red
Will the advertisement be illuminated?:
Advertisement Type: Fascia Sign
Height: 0.27 metres
Width: 1.46 metres
Depth: 0.2 metres
What is the height from the ground to the base of the advertisement?: 2.68 metres
What is the maximum projection of the advertisement from the face of the building?: 0.2 metres
What is the maximum height of any of the individual letters and symbols?: 0.17 centimetres

PAL 7021 background, white lettering Will the advertisement Type: Other type Height: 0.32 metres Wildth: 0.32 metres Wildth: 0.32 metres Wildth: 0.35 metres Wildth: 0.35 metres What is the height from the ground to the base of the advertisement?: 1.245 metres What is the maximum projection of the advertisement from the face of the building?: 0.05 metres What is the maximum height of any of the individual letters and symbols?: 0.32 centimetres What is the maximum height of any of the individual letters and symbols?: 0.32 centimetres What is the destruction of text and background: Power Red Will the advertisement be illuminated?: Advertisement Type: Other type Neight: 0.735 metres Wildth: 0.65 metres What is the height from the ground to the base of the advertisement??: 0.01 metres What is the maximum projection of the advertisement from the face of the building?: 0.01 metres What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 0.736 centimetres What is the maximum height of any of the individual letters and symbols?: 0.737 centimetres What is the maximum height of any of the individual letters and symbols?: 0.748 centimetres What materials will the advertisement be illuminated?: 0.758 centimetres What materials will the advertisement be illuminated?: 0.759 centimetres What materials will the advertisement be illuminated?: 0.759 centimetres 0.759	What materials will the advertisement be made of?:  Lasercut metal
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Beveiled sheet metal  The colour of text and background: Power Red  Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.735 metres  Width: 0.65 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 0.01 metres  What is the maximum projection of the advertisement from the face of the building?: 0.01 metres  What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres  What is the maximum height of any of the individual letters and symbols?: 0.756 centimetres  What materials will the advertisement be made of?: Applied paint The colour of text and background: Power Red  Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.056 metres  Width: 0.054 metres	What is the maximum height of any of the individual letters and symbols?: 0.32 centimetres
Power Red  Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.735 metres Width: 0.65 metres Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 0.01 metres What is the maximum projection of the advertisement from the face of the building?: 0.01 metres  What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres What is the maximum height of any of the individual letters and symbols?: 10.736 centimetres What advertisement be made of?: Applied paint The colour of text and background: Power Red Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.056 metres Width: 0.056 metres	What materials will the advertisement be made of?:  Bevelled sheet metal
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What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres  What materials will the advertisement be made of?: Applied paint The colour of text and background: Power Red Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.085 metres Width: 0.54 metres	What is the height from the ground to the base of the advertisement?: 0.01 metres
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Applied paint The colour of text and background: Power Red Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.085 metres Width: 0.054 metres	What is the maximum height of any of the individual letters and symbols?: 0.735 centimetres
Will the advertisement be illuminated?:  Advertisement Type: Other type Height: 0.085 metres  Width: 0.54 metres	What materials will the advertisement be made of?: Applied paint
Advertisement Type: Other type Height: 0.085 metres Width: 0.54 metres	The colour of text and background: Power Red
Other type  Height: 0.085 metres  Width: 0.54 metres	Will the advertisement be illuminated?:
0.085 metres  Width: 0.54 metres	
0.54 metres	Advertisement Type: Other type
Depth:	
	Other type  Height:

1.4 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 0.085 centimetres
What materials will the advertisement be made of?:  Lasercut vinyl
The colour of text and background: Power Red
Will the advertisement be illuminated?:
Please describe each of the 'Other type(s)' of advertising proposed
Other signs comprise applied paint to ramp access, vinyl sticker applied to door, logo signage applied to entrances and street numbering applied to entrance.
Location of Advertisement(s)
s the advertisement(s) you are applying for already in place?
○ Yes ⊙ No
s an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?
⊙ Yes
○ No One Applicable
f 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 photograph(s)
Please see existing elevations
Will the proposed advertisement(s) project over a footpath or other public highway?
○ Yes ② No
Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From Date
28/08/2023
To Date
28/08/2028
Neighbour and Community Consultation
VERTICOLL AND COMMUNITY CONSTITUTION

0.01 metres

Site Visit  Can the site be seen from a public road, public footpath, bridleway or other public land?  ② Yes  ○ No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  ③ The agent  ○ 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?  ② 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
Can the site be seen from a public road, public footpath, bridleway or other public land?  ② Yes  No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  ③ The agent  ③ The applicant  ③ Other person  Pre-application Advice  Has assistance or prior advice been sought from the local authority about this application?  ④ Yes  ④ No  Interest In the Land  Does the applicant own the land or buildings where the adverts are to be placed?  ④ 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
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? ② 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
Does the applicant own the land or buildings where the adverts are to be placed?  ⊘ 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
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

## 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

Kieran McCallum

**Declaration** 

Date

15/07/2023