

Email: [planning@camden.gov.uk](mailto: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.

### 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	<input type="text" value="24"/>
Suffix	<input type="text"/>
Property Name	<input type="text" value="Euston House"/>
Address Line 1	<input type="text" value="Eversholt Street"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW1 1AD"/>

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

Easting (x)	Northing (y)
<input type="text" value="529695"/>	<input type="text" value="182727"/>
Description	<input type="text"/>

## Applicant Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

## Contact Details

Primary number

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

County

Country

Postcode

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

**Height:**

0.69 metres

**Width:**

1.46 metres

**Depth:**

0.01 metres

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

2.3 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?:**

0.17 centimetres

**What materials will the advertisement be made of?:**

lasercut metal

**The colour of text and background:**

RAL 7021 background, white lettering

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.46 metres

**Width:**

3.86 metres

**Depth:**

0.15 metres

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

3.4 metres

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

0.15 metres

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

0.46 centimetres

**What materials will the advertisement be made of?:**

Acrylic diffuser to front face, stainless steel casing returns, LED lighting within body of letters, illuminating front face of letters only, 10mm metal backing tray

**The colour of text and background:**

Illuminated front face, black RAL 7021 background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

500 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**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

**What materials will the advertisement be made of?:**

Lasercut metal

**The colour of text and background:**

RAL 7021 background, white lettering

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.32 metres

**Width:**

0.32 metres

**Depth:**

0.05 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 materials will the advertisement be made of?:**

Bevelled 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 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

**Depth:**

0.01 metres

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

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)

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

If 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  
☒ 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



## 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

### 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

Kieran McCallum

Date

15/07/2023