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Development Management
 Camden Town Hall Extension
 Argyle Street
 London WC1H 8EQ

Application for Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); 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

Ms

First name

Eve

Surname

Gilmour

Company Name

Camden Town Unlimited

Address

Address line 1

120 Euston Road

Address line 2

Address line 3

Town/City

London

County

Camden

Country

Postcode

NW1 2AL

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

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

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Site Area

What is the measurement of the site area? (numeric characters only).

9.10

Unit

Sq. metres

Site information

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#). [View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Title number(s)

Please add the title number(s) for the existing building(s) on the site. If the site has no title numbers, please enter "Unregistered".

Title Number:
Unregistered

Energy Performance Certificate Number

Do any of the buildings on the application site have an Energy Performance Certificate (EPC)?

- Yes
 No

Public/Private Ownership

What is the current ownership status of the site?

- Public
 Private
 Mixed

Description of the Proposal

Please note in regard to:

- **Fire Statements** - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. [View government planning guidance on fire statements](#) or [access the fire statement template and guidance](#).
- **Permission In Principle** - If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.
- **Public Service Infrastructure** - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or [view government planning guidance on determination periods](#).

Description

Please describe details of the proposed development or works including any change of use

The Euston Town BID has been consulting with traders and residents along Chalton Street and with Camden Council officers. Consultees have highlighted challenging trading conditions and a lack of identity and visibility of the street. Euston Town BID have responded with proposals to replace a faded signboard at the southern end of the street with new creative gateway signage.

The new sign will: [1] replace the current outdated sign with a new dynamic design that is both promotional and creative; [2] help to draw footfall by signalling the interesting and appealing destination of Chalton Street; [3] introduce a unique placemaking element over which businesses and residents have a sense of ownership.

The proposal uses a changeable signage system that signals passers by the direction of Chalton Street, the Chalton market day and the businesses that populate the street. The sign also uses an illuminated directional pointer. The the sign is powered by a single solar panel and is energy independent.

Has the work or change of use already started?

- Yes
 No

Further information about the Proposed Development

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#). [View more information on the collection of this additional data and assistance with providing an accurate response](#).

Are the proposals eligible for the 'Fast Track Route' based on the affordable housing threshold and other criteria?

- Yes
 No

Do the proposals cover the whole existing building(s)?

- Yes
 No

Where proposals only affect part(s) of building(s), please provide details (e.g. 'Rear Ground Floor', 'Unit 1 - 1st-3rd Floor')

not applicable.

Current lead Registered Social Landlord (RSL)

If the proposal includes affordable housing, has a Registered Social Landlord been confirmed?

If the proposal does not include affordable housing, select 'No'.

- Yes
 No

Details of building(s)

Does the proposal include any new building and/or an increase in height to an existing building?

- Yes
 No

Loss of garden land

Will the proposal result in the loss of any residential garden land?

- Yes
 No

Projected cost of works

Please provide the estimated total cost of the proposal

Up to £2m

Vacant Building Credit

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[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does the proposed development qualify for the vacant building credit?

- Yes
 No

Superseded consents

Please note: This question is specific to applications within the Greater London area.

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[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does this proposal supersede any existing consent(s)?

- Yes
 No

Development Dates

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).
[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Please add the expected commencement and completion dates for all phases of the proposed development. If the entire development is to be completed in a single phase, state in the 'Phase Detail' that it covers the 'Entire Development'.

Phase Detail:

Entire Development

When are the building works expected to commence?:

2024-07

When are the building works expected to be complete?:

2024-10

Scheme and Developer Information

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Scheme Name

Does the scheme have a name?

Yes

No

Developer Information

Has a lead developer been assigned?

Yes

No

Existing Use

Please describe the current use of the site

Public footway.

Is the site currently vacant?

Yes

No

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated

Yes

No

Land where contamination is suspected for all or part of the site

Yes

No

A proposed use that would be particularly vulnerable to the presence of contamination

Yes

No

Existing and Proposed Uses

Please note: This question contains additional requirements specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Please add details of the Gross Internal Area (GIA) for all current uses and how this will change based on the proposed development. Details of the floor area for any proposed new uses should also be added.

Use Class:

OTHER

Other (Please specify):

Public footway

Existing gross internal floor area (square metres):

9.1

Gross internal floor area lost (including by change of use) (square metres):

9.1

Gross internal floor area gained (including change of use) (square metres):

9.1

Total	Existing gross internal floorspace (square metres)	Gross internal floor area lost (including by change of use) (square metres)	Gross internal floor area gained (including change of use) (square metres)
	9.1	9.1	9.1

Materials

Does the proposed development require any materials to be used externally?

Yes

No

Please provide a description of existing and proposed materials and finishes to be used externally (including type, colour and name for each material)

Type:

Other

Other (please specify):

structural post

Existing materials and finishes:

Proposed materials and finishes:

galvanised steel

Type:

Other

Other (please specify):

lighting housing

Existing materials and finishes:

Proposed materials and finishes:

fibreglass glossy finish

Type:

Other

Other (please specify):

Signage components

Existing materials and finishes:

Proposed materials and finishes:

aluminium powder coated

Are you supplying additional information on submitted plans, drawings or a design and access statement?

Yes

No

If Yes, please state references for the plans, drawings and/or design and access statement

D&A - 242_Chалton Street Signage_Design & Access Statement

242_100_Location Plan

242_101_Block Plan

242_200_Proposed Plan

242_210_Proposed Elevations

242_211_Proposed Elevations

Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway?

Yes

No

Is a new or altered pedestrian access proposed to or from the public highway?

Yes

No

Are there any new public roads to be provided within the site?

- Yes
 No

Are there any new public rights of way to be provided within or adjacent to the site?

- Yes
 No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?

- Yes
 No

Vehicle Parking

Please note: This question contains additional requirements specific to applications within Greater London.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

- Yes
 No

Electric vehicle charging points

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Do the proposals include electric vehicle charging points and/or hydrogen refuelling facilities?

- Yes
 No

Trees and Hedges

Are there trees or hedges on the proposed development site?

- Yes
 No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?

- Yes
 No

If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's [Flood map for planning](#). You should also refer to national [standing advice](#) and your local planning authority requirements for information as necessary.)

- Yes
 No

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?

- Yes
 No

Will the proposal increase the flood risk elsewhere?

- Yes
 No

How will surface water be disposed of?

- Sustainable drainage system
 Existing water course
 Soakaway
 Main sewer
 Pond/lake

Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species

- Yes, on the development site
 Yes, on land adjacent to or near the proposed development
 No

b) Designated sites, important habitats or other biodiversity features

- Yes, on the development site
 Yes, on land adjacent to or near the proposed development
 No

c) Features of geological conservation importance

- Yes, on the development site
 Yes, on land adjacent to or near the proposed development
 No

Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

Biodiversity net gain

Biodiversity net gain is a legal requirement for planning permission introduced on 12 February 2024. All applications are required to either provide detailed information proving there will be a biodiversity increase; or explain why they are exempt from doing so.

[Find out more about biodiversity net gain, and access digital tools from our partners that can help determine if you are exempt, or produce the biodiversity metric information required.](#)

Do you believe that, if the development is granted permission, the general Biodiversity Gain Condition (as set out in Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 (as amended)) would apply?

- Yes
 No

Please add all the exemptions or transitional arrangements that apply and provide a reason why

Exemption:

Development subject to the de minimis exemption (development below the threshold)

Reason for selecting exemption:

not applicable

Note: Please read the help text for further information on the exemptions available and when they apply

Open and Protected Space

Please note: This question is specific to applications within Greater London.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Open Space

Will the proposed development result in the loss, gain or change of use of any open space?

- Yes
 No

Protected Space

Will the proposed development result in the loss, gain or change of use of a site protected with a nature designation?

- Yes
 No

Foul Sewage

Please state how foul sewage is to be disposed of:

- Mains sewer
 Septic tank
 Package treatment plant
 Cess pit
 Other
 Unknown

Are you proposing to connect to the existing drainage system?

- Yes
 No
 Unknown

Water management

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).
[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Please state the expected percentage reduction of surface water discharge (for a 1 in 100-year rainfall event) from the proposal

0	percent
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Are Green Sustainable Drainage Systems (SuDS) incorporated into the drainage design for the proposal?

- Yes
 No

Please state the expected internal residential water usage of the proposal

0.00	litres per person per day
------	---------------------------

Does the proposal include the harvesting of rainfall?

- Yes
 No

Does the proposal include re-use of grey water?

- Yes
 No

Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

- Yes
 No

Residential Units

Please notes: This question contains additional requirements specific to applications within Greater London.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).
[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Residential Units to be lost

Does this proposal involve the loss or replacement of any self-contained residential units or student accommodation (including those being rebuilt)?

- Yes
 No

Residential Units to be added

Does this proposal involve the addition of any self-contained residential units or student accommodation (including those being rebuilt)?

- Yes
 No

Mixed use residential site area

Is this application for a mixed use proposal that includes residential uses?

- Yes
 No

Non-Permanent Dwellings

Please note: This question is specific to applications within the Greater London area.

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[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does this proposal involve the loss or gain of any non-permanent dwellings? Note that this covers any non-permanent dwellings if used as main residence (e.g. caravans, mobile homes, converted railway carriages), traveller pitches/plots or houseboat moorings.

Yes

No

Other Residential Accommodation

Please note: This question contains additional requirements specific to applications within the Greater London area.

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[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does this proposal involve the loss or gain of any other residential accommodation? Note that this covers all other permanent residential accommodation that is outside of Use Classes C3 and C4 (apart from student accommodation), including rooms that are specifically provided for older persons.

Yes

No

Waste and recycling provision

Please note: This question contains additional requirements specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Does every unit in this proposal (residential and non-residential) have dedicated internal and external storage space for dry recycling, food waste and residual waste?

Yes

No

If no, please add details of every unit that does not provide all of the above, indicating what is and isn't provided and the reason why all of these spaces cannot be provided

Utilites

Please note: This question contains additional requirements specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Water and gas connections

Number of new water connections required

Number of new gas connections required

0

Fire safety

Is a fire suppression system proposed?

Yes

No

Internet connections

Number of residential units to be served by full fibre internet connections

0

Number of non-residential units to be served by full fibre internet connections

0

Mobile networks

Has consultation with mobile network operators been carried out?

Yes

No

Environmental Impacts

Please note: This question is specific to applications within the Greater London area.

The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

Community energy

Will the proposal provide any on-site community-owned energy generation?

Yes

No

Heat pumps

Will the proposal provide any heat pumps?

Yes

No

Solar energy

Does the proposal include solar energy of any kind?

Yes

No

Total Installed Capacity (Megawatts)

60.00

Passive cooling units

Number of proposed residential units with passive cooling

0

Emissions

NOx total annual emissions (Kilograms)

0.00

Particulate matter (PM) total annual emissions (Kilograms)

0.00

Greenhouse gas emission reductions

Are the on-site Green House Gas emission reductions at least 35% above those set out in Part L of Building Regulations 2021?

- Yes
 No

Green Roof

Proposed area of 'Green Roof' to be added (Square metres)

0.00

Urban Greening Factor

Please enter the Urban Greening Factor score

0.00

Residential units with electrical heating

Number of proposed residential units with electrical heating

0

Reused/Recycled materials

Percentage of demolition/construction material to be reused/recycled

0

Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

- Yes
 No

Hours of Opening

Are Hours of Opening relevant to this proposal?

- Yes
 No

Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes?

- Yes
 No

Is the proposal for a waste management development?

- Yes
 No

Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

Yes

No

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This design signposts the unique independent businesses of Chalton Street through a changeable display of words and icons, symbolic of local businesses on Chalton Street. The installation is made up of 36 prism signs fixed to a steel post. The signs use a standardised system manufactured by MoreLock signs. Their primary use are for interchangeable displays for road signs. The iconography is generic and advertises a service type, rather than a specific business name. The prism signs have the ability to be updated in the future to accommodate new businesses and lettering.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other type

Height:

2.2 metres

Width:

1.5 metres

Depth:

0.7 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 metres

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

20 centimetres

What materials will the advertisement be made of?:

The signs are manufactured using a standardised aluminium system developed by MoreLock signs.

The colour of text and background:

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

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

This design signposts the unique independent businesses of Chalton Street through a changeable display of words and icons, symbolic of local businesses on Chalton Street. The installation is made up of 36 prism signs fixed to a steel post.

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)

existing signage shown on drawing and D&A:

242_210_Proposed Elevations
Page 8: 242_Chalton Street Signage_Design & Access Statement

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

03/05/2024

To Date

05/05/2034

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

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

Informal pre-application advise was sought out at multiple stages during the design and consultation process. Please refer to "242_Chалton Street Signage_Design & Access Statement" for details on pre-app advise.

Exploration of potential electricity sources, such as solar power.
Inquiry into whether Camden can assist with a utility study.
Advertisement Consent required.

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

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

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- Yes
 No

Can you give appropriate notice to all the other owners/agricultural tenants? (Select 'Yes' if there are no other owners/agricultural tenants)

- Yes
 No

Certificate Of Ownership - Certificate B

I certify/ The applicant certifies that:

- I have/The applicant has given the requisite notice to everyone else (as listed below) who, on the day 21 days before the date of this application, was the owner* and/or agricultural tenant** of any part of the land or building to which this application relates; or
 The applicant is the sole owner of all the land or buildings to which this application relates and there are no other owners* and/or agricultural tenants**.

* "owner" is a person with a freehold interest or leasehold interest with at least 7 years left to run.

** "agricultural tenant" has the meaning given in section 65(8) of the Town and Country Planning Act 1990

Owner/Agricultural Tenant

Name of Owner/Agricultural Tenant:

***** REDACTED *****

House name:

Number:

0

Suffix:

Address line 1:

Not Applicable

Address Line 2:

Not Applicable

Town/City:

Not Applicable

Postcode:

Date notice served (DD/MM/YYYY):

10/05/2024

Person Family Name:

Person Role

- The Applicant
 The Agent

Title

Mr

First Name

Alastair

Surname

Johnson

Declaration Date

03/05/2024

Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Alastair Johnson

Date

03/05/2024