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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

6 Euston Railway Station, Euston Station Colonnade

Address Line 1

Eversholt Street

Address Line 2

Address Line 3

Camden

Town/city

London

Postcode

NW1 2HS

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

Easting (x)

529634

Northing (y)

182709

Description

Applicant Details

Name/Company

Title

Project Manager

First name

Jemma

Surname

Knight

Company Name

SSP

Address

Address line 1

32 Jamestown Road

Address line 2

London

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

NW1 7HW

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

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Refurbishment of existing M&S FOOD store with the replacement of the existing advertisement signs with new signs in the same place and location on the store facades.

Existing white fascia sign bands with halo illuminated letters to be replaced with internally illuminated flex face sign bands with black boarder trim and non illuminated black lettering signs in 3 locations along the store facade sign band.

White band brand sign with black lettering to be replaced with black panel with white lettering to the same location.

renew/replacement of window vinyl graphics, to be replaced with new vinyl graphics and imagery/branding, to be applied to internal face of glazing.

New window manifestations to entrance glazing and doors

Advertisement Type:

Fascia Sign

Height:

1.225 metres

Width:

2.4 metres

Depth:

0.235 metres

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

2.736 metres

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

0.235 metres

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

562 centimetres

What materials will the advertisement be made of?:

Folded Aluminium returns and backpanel sign box 2mm Aluminium letters

The colour of text and background:

Black outer boarder with black faced letters on white faced flex box sign panel

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

Advertisement Type:

Fascia Sign

Height:

1.255 metres

Width:

4.8 metres

Depth:

0.235 metres

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

2.736 metres

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

0.235 metres

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

56.2 centimetres

What materials will the advertisement be made of?:

Folded Aluminium returns and backpanel sign box 2mm Aluminium letters

The colour of text and background:

Black outer boarder with black faced letters on white faced flex box sign panel

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

Advertisement Type:

Fascia Sign

Height:

2.55 metres

Width:

1.565 metres

Depth:

0.04 metres

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

0.15 metres

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

0.04 metres

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

38 centimetres

What materials will the advertisement be made of?:

Folded Aluminum tray panel sign

The colour of text and background:

White text on Black background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.17 metres

Width:

3.362 metres

Depth:

0.03 metres

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

0.05 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?:

40 centimetres

What materials will the advertisement be made of?:

Window vinyl sign 4 Reverse printed self adhesive Vinyl Graphics applied to internal face of window panel

The colour of text and background:

black background with white text and mixed colour brand images

Will the advertisement be illuminated?:

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

Reverse printed self adhesive Vinyl graphics and store brand messages. Applied to internal face of window panels. to the same size and locations as the existing vinyl graphics, do display new brand images and wording. Non Illuminated

Replacement of Window manifestations and legal notices to be applied to internal face of entrance door and window glazing. Like for like size and locations.

Manifestations 100 x 100.

Legal notices 2no at 280mm x580mm and 2 no at 280mm x 700mm to display legal notices and store opening hours applied to internal face of glazing to entrance areas.

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)

Drawing no BFA-A-22901-B Existing and Proposed Shopfront Signage 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

06/01/2025

To Date

07/01/2030

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 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

Richard Talbot

Date

24/10/2024