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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

5 Beaconsfield Street

Applicant Details

Name/Company

Title

Mr

First name

Doug

Surname

Beasley

Company Name

Related Argent c/o Kings Cross Central Limited Partnership

Address

Address line 1

4 Stable Street

Address line 2

King's Cross

Address line 3

Town/City

London

County

Country

UK

Postcode

N1C 4AB

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

**** REDACTED ****

Secondary number

Fax number

Email address

**** REDACTED ****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of 12no. signs, comprising 3no. internally illuminated signs and 9no. non-illuminated signs

Advertisement Type:

Fascia Sign

Height:

5.351 metres

Width:

0.54 metres

Depth:

0.03 metres

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

4.2 metres

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

0.03 metres

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

54 centimetres

What materials will the advertisement be made of?:

Acrylic and Aluminium

The colour of text and background:

Dark grey

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

30 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.6 metres

Width:

1.2 metres

Depth:

0.023 metres

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

1 metres

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

0.023 metres

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

13 centimetres

What materials will the advertisement be made of?:

DURAT

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.05 metres

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

3.15 metres

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

0.6 metres

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

13 centimetres

What materials will the advertisement be made of?:

Aluminium

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.05 metres

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

2.55 metres

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

0.6 metres

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

7 centimetres

What materials will the advertisement be made of?:

Aluminium

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.6 metres

Width:

1.2 metres

Depth:

0.03 metres

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

0.8 metres

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

0.003 metres

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

13 centimetres

What materials will the advertisement be made of?:

DURAT

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.6 metres

Width:

1.2 metres

Depth:

0.023 metres

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

0.23 metres

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

0.023 metres

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

5 centimetres

What materials will the advertisement be made of?:

DURAT

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.05 metres

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

2.4 metres

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

0.6 metres

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

16 centimetres

What materials will the advertisement be made of?:

Aluminium

The colour of text and background:

Dark grey background, white text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.296 metres

Width:

0.3 metres

Depth:

0.03 metres

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

1.6 metres

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

0.003 metres

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

30 centimetres

What materials will the advertisement be made of?:

Aluminium

The colour of text and background:

RAL 9001

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.3 metres

Depth:

2.786 metres

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

0 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?:

28 centimetres

What materials will the advertisement be made of?:

DURAT/ACRYLIC

The colour of text and background:

Opal background, dark grey text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

80 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.33 metres

Width:

0.35 metres

Depth:

1.2 metres

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

0.33 metres

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

0.33 metres

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

10 centimetres

What materials will the advertisement be made of?:

DURAT/ACRYLIC

The colour of text and background:

Opal background, dark grey text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

80 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.712 metres

Width:

0.2 metres

Depth:

0.02 metres

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

0.02 metres

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

0.02 metres

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

20 centimetres

What materials will the advertisement be made of?:

Acrylic/Aluminium

The colour of text and background:

White lettering

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.45 metres

Width:

0.6 metres

Depth:

0.023 metres

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

1.2 metres

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

0.023 metres

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

5 centimetres

What materials will the advertisement be made of?:

DURAT

The colour of text and background:

RAL 8004 background, RAL 9001 lettering

Will the advertisement be illuminated?:

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

Plaques and box signs

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

27/09/2024

To Date

28/09/2029

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

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

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Date (must be pre-application submission)

16/09/2024

Details of the pre-application advice received

-

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 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

Doug Beasley

Date

01/11/2024