

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Phone: 020 7974 4444  
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Development Management  
Regeneration and Planning  
London Borough of Camden  
Judd Street  
London WC1H 8ND

## Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) Regulations 2007

### 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.

### 1. Applicant Name, Address and Contact Details

Title:	Ms	First name:	Jillian	Surname:	McLean		
Company name:	Drake and Morgan						
Street address:	Suite 199, 3rd floor			Country Code	National Number	Extension Number	
	Temple chambers			Telephone number:			
	Temple Avenue			Mobile number:			
Town/City:	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	EC4Y 0HP						
Are you an agent acting on behalf of the applicant?				<input checked="" type="radio"/> Yes	<input type="radio"/> No		

### 2. Agent Name, Address and Contact Details

Title:	Miss	First Name:	Samantha	Surname:	Smith		
Company name:	Fusion DNA						
Street address:	4 Risborough street			Country Code	National Number	Extension Number	
				Telephone number:	044	207 928 9982	
				Mobile number:	044	75 2844 7099	
Town/City:	London			Fax number:			
County:	London			Email address:			
Country:	United Kingdom						
Postcode:	SE1 0HE			sam@fusiondna.co.uk			

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text" value="6"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Pancras Square"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="N1C 4AG"/>		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	<input type="text" value="530096"/>
Northing:	<input type="text" value="183223"/>

Description:

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

### 8. 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

### 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From:  To:

### 10. 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

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.120

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.080

m

What are the dimensions of the proposed advertisement?

Height: 

0.980

 x Width: 

3.140

 x Depth: 

0.080

 metres

What materials will the sign be made of?

SIGN TO BE FINISHED IN CONCRETE RENDER WITH POWDERCOATED BLACK FRET CUT LETTERING AND DEBOSSSED BLACK LETTERING, AND TO BE FIXED EXTERNALLY DISCREETLY TO GLAZING. SIGN TO BE LED ILLUMINATED AROUND EDGES, LED TO BE CONCEALED WITHIN MILD STEEL FRAME.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

17.000

cm

The colour of text and background:

Black text on grey concrete render background

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

990.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.125

m

What is the maximum projection of the advertisement from face of building (in metres)?

1.060

m

What are the dimensions of the proposed advertisement?

Height: 

0.900

 x Width: 

1.060

 x Depth: 

0.136

 metres

What materials will the sign be made of?

SIGN TO BE DOUBLE SIDED FINISHED IN CONCRETE RENDER WITH POWDERCOATED BLACK FRET CUT LETTERING TO READ 'DRAKE & MORGAN AT' AND DEBOSSSED BLACK LETTERING TO READ 'KINGS CROSS LONDON'. SIGNAGE PANEL TO HAVE BLACKENED MILD STEEL FRAME AND TO BE FIXED TO GLAZING BEAD WITH BLACKENED MILD STEEL BRACKET . SIGN TO BE LED ILLUMINATED AROUND EDGES

What is the maximum height of any of the individual letters and symbols (in centimetres)?

9.500

cm

The colour of text and background:

Black text on grey concrete render background

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

990.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.360

m

What is the maximum projection of the advertisement from face of building (in metres)?

1.060

m

What are the dimensions of the proposed advertisement?

Height: 

0.900

 x Width: 

1.060

 x Depth: 

0.136

 metres

What materials will the sign be made of?

SECONDARY PROJECTING SIGN TO BE FINISHED IN CONCRETE RENDER EITHER SIDE WITH POWDERCOATED BLACK FRET CUT LETTERING TO READ 'DRAKE & MORGAN' AND DEBOSSSED BLACK LETTERING TO READ 'KINGS CROSS LONDON'. SIGNAGE PANEL TO HAVE BLACKENED MILD STEEL FRAME AND TO BE FIXED TO GLAZING BEAD WITH BLACKENED MILD STEEL BRACKET. SIGN TO BE LED ILLUMINATED AROUND EDGES

What is the maximum height of any of the individual letters and symbols (in centimetres)?

9.500

cm

The colour of text and background:

Black text on grey concrete render background

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

990.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.460

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.690

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.740

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☐

 No

Will the sign be illuminated internally or externally?

☐

 Internally 

☐

 Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?

☐

 Static 

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.785

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.800

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.800

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.800

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.800

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

0.150

 x Width: 

1.000

 x Depth: 

0.000

 metres

What materials will the sign be made of?

COPPER VINYL TEXT APPLIED TO INTERNAL FACE OF EXISTING GLAZING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.000

cm

The colour of text and background:

GOLD TEXT

Will the sign be illuminated?

☐

 Yes 

☒

 No

12. 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? (Please select only one)

- ☒ The agent ☐ The applicant ☐ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.



Date

03/07/2015