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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 Advertisements) (England) 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. Site Address

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

The site is part of the former coal depot at King's Cross and is now close to completion having been restored and refurbished for commercial purposes (2015/6015/P and 2018/2441/P - outside dining).

#### 2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

Title	<input type="text"/>
First name	Richard
Surname	Greenwood
Company name	Benchmark Development Planning Ltd
Address line 1	Benchmark House
Address line 2	3 Harnwood Rd
Address line 3	<input type="text"/>
Town/city	Salisbury
Country	<input type="text"/>
Postcode	SP1 3YD
Primary number	07770643243
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	richard@benchmarkplanning.co.uk

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Barrafina at viaduct level:

a)x1 proposed blade sign with the word: "barrafina" and external lighting (dwg BKX 720 rev C);

Casa Pastor at yard level:

(i)x1 proposed blade sign with the words: "CASA PASTOR" (dwg A2/A213505 01)

(ii)x2 signs within canopy of external bar with the words: "PLAZA PASTOR" internally lit (dwg 17704 – Bar area signs and ELP 007); and,

(iii)x1 sign to Bagley Walk. Double sided projecting sign with the words: "HART BROTHERS THE DROP C.D.Y WINE BAR AND RESTAURANT N1C" (dwg 17704: Coal Drop Yard and ELP013).

Please select the sign types you wish to propose

- Fascia sign  
 Hanging sign  
 Hoarding sign  
 Other sign

Hanging Sign

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

Hanging sign: 1	
What is the height from the ground to the base of the advertisement?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	1.2 metre(s)
Dimension:	Height: 0.561 x Width: 0.97 x Depth: 0.2 metre(s)
What materials will the sign be made of?	
Sign (iii) black aluminium/metal with white raised metallic lettering	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
Gold coloured text saying: THE DROP etc on 'rusty' brown background - double sided sign.	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Hanging sign: 2	
What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.8 metre(s)
Dimension:	Height: 0.45 x Width: 0.6 x Depth: 0.06 metre(s)
What materials will the sign be made of?	
Sign (i) is made of flat plate steel with 6mm letters in stainless steel on top - double sided sign	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background	
Black letters on grey background with the words: CASA PASTOR	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

#### Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	1.2 metre(s)
Dimension:	Height: 0.42 x Width: 0.49 x Depth: 0.056 metre(s)
What materials will the sign be made of?	
Aluminium box externally illuminated by landlord's existing (approved) lighting	
What is the maximum height of any of the individual letters and symbols?	30 cm

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

Other sign: 1

The colour of text and background

Logo saying the word: "barrafina" fret cut silver coloured steel letters on black background - double sided sign.

Will the sign be illuminated?

Yes

Will the sign be illuminated internally or externally?

Externally Illuminated

Illuminance levels

10 cd/m2

Will the illumination be static or intermittent?

Static

If you have selected Other, please describe

(ii)x2 signs within canopy of external bar with the words: "PLAZA PASTOR" internally lit (dwg 17704 – Bar area signs and ELP 007)

#### 5. 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

#### 6. Advertisement(s) Period

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

From

01/11/2018

To

01/11/2023

#### 7. Neighbour and Community Consultation

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

Yes  No

#### 8. 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

#### 9. 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

Jenna and Kate

## 9. Pre-application Advice

Surname

Reference

Date (Must be pre-application submission)

Details of the pre-application advice received

General discussions about the regeneration of CDY and appropriate design principles, in the context of neighbouring commercial units. Principal contact has been between the landlord's consultants (Argent) and LB of Camden. Argent has submitted (July 2018) an over-arching application for listed building and advertisement consent (2018/3622/A) with a very detailed written statement that sets out the precise tone and extent of signage within the 'estate' including Unit 4 Western Coal Drops. Whilst that application is approaching determination we have not been made aware of any relevant concerns.

## 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. 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.  Yes  No

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?

## 12. 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 (cannot be pre-application)