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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	<input type="text" value="200"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Euston Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW1 2FA"/>

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

Easting (x)	<input type="text" value="529478"/>
Northing (y)	<input type="text" value="182467"/>

Description

2. Applicant Details

Title	<input type="text" value="Ms"/>
First name	<input type="text" value="Georgina"/>
Surname	<input type="text" value="Street"/>
Company name	<input type="text" value="Euston Town"/>
Address line 1	<input type="text" value="5-7 Buck Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="NW1 8NJ"/>
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

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Signage for Euston Road directing people on to the Euston Green Link. This signage will capture people already on the Euston Road, and provide wayfinding for them to join the Green Link via North Gower Street. It will serve to provide a lower exposure route away from the pollution of Euston Road, and introduce pedestrians to Drummond Street where there are many independent businesses ready to be explored (and which are currently suffering from pressures of HS2).

The signage on Euston Road is a part of a wider scheme which aims to introduce new green infrastructure, provide new green space and install public art with an air quality narrative.

Please select the sign types you wish to propose

- Fascia sign
 Hanging sign
 Hoarding sign
 Other sign

Other Sign

Other 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?	0 metre(s)
Dimension:	Height: 2.2 x Width: 0.785 x Depth: 0 metre(s)
What materials will the sign be made of? Blackout PVC	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Text colour and background colour: Navy blue, green and off white. Some will have white text.	
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?	

If you have selected Other, please describe

A series of lamppost flags on Euston Road.

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

03/12/2018

To

03/12/2019

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

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

If No, why has permission not been obtained?

It is on a public highway, our permission will be sought from Camden Council and then through the application process from TfL too.

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)

15/10/2018