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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"/>                                      |
| Suffix   | <input type="text"/>                                      |
| Property name  | <input type="text" value="TfL LUL Vent Shaft"/>           |
| Address line 1   | <input type="text" value="Euston Road and Gower Street"/> |
| 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 2AF"/>                      |
| Description of site location must be completed if postcode is not known: |   |
| Easting (x)  | <input type="text" value="529308"/>                       |
| Northing (y)   | <input type="text" value="182338"/>                       |

Description

The application site relates to an existing roadside structure used as a vent shaft for the tube line. The concrete structure is situated at Euston Circus between the underpass and Gower Street. The concrete vent shaft is a functional form and is currently used for the display of an illuminated portrait advertisement affixed to the north facing elevation.

#### 2. Applicant Details

|                |  |
|----------------|--|
| Title          | <input type="text" value="Mr"/>                  |
| First name     | <input type="text" value="Martin"/>              |
| Surname        | <input type="text" value="Stephens"/>            |
| Company name   | <input type="text" value="JCDecaux UK Limited"/> |
| Address line 1 | <input type="text" value="991 Great West Road"/> |
| Address line 2 | <input type="text" value="BRENTFORD"/>           |
| Address line 3 | <input type="text"/>                             |
| Town/city      | <input type="text" value="MIDDLESEX"/>           |

2. Applicant Details

|                  |                |
|------------------|----------------|
| Country          | United Kingdom |
| Postcode         | TW8 9DN        |
| Primary number   |                |
| Secondary number |                |
| Fax number       |                |
| Email address    |                |

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)

This proposal seeks consent for the display of an advertisement which comprises a single sided portrait display facing west and associated structural support the advertisement to include green wall installations on the south and north facing facades.

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: 7.5 x Width: 5 x Depth: 1.2 metre(s) |
| What materials will the sign be made of?<br>Steel and alloy frame and LED modules                          |  |
| What is the maximum height of any of the individual letters and symbols?                                   | 0 cm   |
| The colour of text and background<br><br>Not applicable;e, the advertising image will change automatically |  |
| Will the sign be illuminated?  | Yes  |
| Will the sign be illuminated internally or externally?   | Internally Illuminated                       |
| Illuminance levels   | 300 cd/m2                                    |
| Will the illumination be static or intermittent?   | Static                                       |

If you have selected Other, please describe

A portrait LED screen is not a traditional form of roadside display, but one that has been specially designed to encase the concrete vent shaft. The unique modern design will also incorporate living walls on the south and north facing elevations that will assist in a greener City and and cleaner one through the capture of airbourne pollutants and particle matter.

## 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

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

The existing vent structure is currently used for the display of a single portrait advertisement, which is internally illuminated and facing Euston underpass, as illustrated in the planning documents and photographs of the application site.

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

01/04/2019

To

31/03/2029

## 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

## 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)

10/01/2019