

Email: planning@camden.gov.uk
Phone: 020 7974 4444
Fax: 020 7974 1680

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="73-77"/>
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 2QS"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530079"/>
Northing (y)	<input type="text" value="182769"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Ian"/>
Surname	<input type="text" value="Reeley"/>
Company name	<input type="text" value="M&B"/>
Address line 1	<input type="text" value="27 Fleet Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Birmingham"/>

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	Mr
First name	Gareth
Surname	Morgan
Company name	Morgan Signs & Design Ltd
Address line 1	Morgan Signs & Design Ltd
Address line 2	Unit A4 , Walsall Enterprise Park
Address line 3	<input type="text"/>
Town/city	Walsall
Country	United Kingdom
Postcode	WS2 9HQ
Primary number	07917085933
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	gareth@morgansignsanddesign.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

New signage to replace the existing:

Item 1: Fascia
Item 2: Fascia
Item 3: Letters
Item 4: Tiles
Item 5: Tiles
Item 6: Letters
Item 7: Tray Sign
Item 8: Vinyl
Item 9: Hanging sign
Item 10: Hanging sign

Please select the type(s) of advertising you are proposing:

- ☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☒ Other type(s)

4. Type of Proposed Advertisement(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.44 x Width: 12.218 x Depth: 0.08 metre(s)
What materials will the sign be made of? Item 1: Aluminium fascia with digital print and Aluminium letters.	
What is the maximum height of any of the individual letters and symbols?	32 cm
The colour of text and background white letters on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.44 x Width: 13.005 x Depth: 0.08 metre(s)
What materials will the sign be made of? Item 2: Aluminium fascia with digital print and Aluminium letters.	
What is the maximum height of any of the individual letters and symbols?	32 cm
The colour of text and background White text on a black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 1.509 x Depth: 0.1 metre(s)
What materials will the sign be made of? Item 3: Aluminium letters and fascia with digital print.	

4. Type of Proposed Advertisement(s)

Fascia sign(s): 3	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background white text on a black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 1.509 x Depth: 0.1 metre(s)
What materials will the sign be made of? Item 6: Aluminium letters and fascia with digital print.	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background white letters on tiled background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	3.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.04 metre(s)
Dimension:	Height: 5.8 x Width: 1.9 x Depth: 0.04 metre(s)
What materials will the sign be made of? Item 7: Aluminium	
What is the maximum height of any of the individual letters and symbols?	125 cm
The colour of text and background White text on a black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	150 cd/m2

4. Type of Proposed Advertisement(s)

Fascia sign(s): 5	
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 0.72 x Width: 0.72 x Depth: 0.14 metre(s)
What materials will the sign be made of? Item 9: Aluminium	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background White text on a black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging sign(s): 2	
What is the height from the ground to the base of the advertisement?	3.5 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 0.72 x Width: 0.72 x Depth: 0.14 metre(s)
What materials will the sign be made of? Item 10: Aluminium	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background white text on a black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 1	
Dimension:	Height: 0.32 x Width: 2 x Depth: 0 metre(s)
What materials will the sign be made of? Item 4: White metro tiles to replace existing copper panels.	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background White tiles	
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 type(s): 2	
What is the height from the ground to the base of the advertisement?	0.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.32 x Width: 2.77 x Depth: 0 metre(s)
What materials will the sign be made of? Item 5: White metro tiles to replace existing copper panels	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background White tiles	
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 type(s): 3	
What is the height from the ground to the base of the advertisement?	0.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.065 x Width: 2.59 x Depth: 0 metre(s)
What materials will the sign be made of? Item 8: vinyl applied to internal face of window	
What is the maximum height of any of the individual letters and symbols?	27 cm
The colour of text and background white text on a black background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	

4. Type of Proposed Advertisement(s)

Other type(s): 3

Illuminance levels

0 cd/m2

Will the illumination be static or intermittent?

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

Item 4: Replace existing copper panels with white tiles
Item 5: Replace existing copper panels with white tiles
Item 8: Vinyl applied to window

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

Please see file named: ONeills Euston Road Scheme

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

01/05/2019

To

01/05/2024

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?

- ☒ 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:

11. Authority Employee/Member

- (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)

01/05/2019