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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="121"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Drummond 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 2HL"/>

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

Easting (x)	<input type="text" value="529370"/>
Northing (y)	<input type="text" value="182553"/>

Description

#### 2. Applicant Details

Title	<input type="text" value="Ms"/>
First name	<input type="text" value="Georgie"/>
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)

Euston Green Link wayfinding signage.

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

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

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?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.93 x Width: 0.3 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 Navy blue, green and off white. Some 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?	

Other type(s): 2	
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)

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

Other type(s): 2	
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?	

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

A series of lamppost banners and flags to provide wayfinding for the Euston Town 'Euston Green Link'. This is a green walking route intended to encourage the use of a lower exposure route between Euston Station and Regents Park.

We have provided designs for both banners and flags and indicated which would be appropriate in each spot, depending on residential / listed buildings.

We also propose that the flags are installed on to the south end of North Gower Street leading from Euston Road to Drummond Street, to encourage further footfall from a crowded area on to Drummond Street and the Euston Green Link.

#### 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?  Yes  No

If yes, please provide details

The signage was installed last year following Euston Town being granted planning permission. We have now been advised to resubmit a planning application to have the signage retained in current place.

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

Elevation Drawing 1

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

To

#### 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?  Yes  No

If Yes, please provide details:

Consultation was carried out on the Euston Green Link project:  
We have consulted with traders and residents of Drummond Street to create a branding scheme that everybody is happy with and reflects both the various cultures of Euston and the traditional architecture of the area.  
We have hosted regular, open public meetings for anyone who would like to come along and have updates on the project. Attendees are particularly interested in the branding and colour schemes so the signage designs are very well documented.

## 7. Neighbour and Community Consultation

We hosted a specific open public meeting for all residents. Flyers were put through the doors of every resident on Drummond Street, North Gower Street, George Mews, Tolmers Sq, Starcross Street, Exmouth Mews and Charles Place as well as all businesses, to invite them to the meeting. We had a good turnout of around 25 people and received very positive feedback on our proposals for signage and branding. To ensure proposals reached everyone the presentation was then sent to the Tenants & Residents Association at the beginning of August. Again, all positive feedback on branding and signage proposals.

## 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

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?

Land is owned by Camden Council, this application is seeking the permission.

## 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)