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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	23
Suffix	
Property name	23 Euston Road
Address line 1	Kings Cross
Address line 2	
Address line 3	
Town/city	London
Postcode	NW1 2SB

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

Easting (x)	530242
Northing (y)	182879

Description

#### 2. Applicant Details

Title	
First name	
Surname	N/A
Company name	St Pancras Hotel Group
Address line 1	C/O Agent
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country	<input type="text" value="England"/>
Postcode	<input type="text"/>
Are you an agent acting on behalf of the applicant? <div><input checked="" type="radio"/> Yes <input type="radio"/> No</div>	
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Julian"/>
Surname	<input type="text" value="Sutton"/>
Company name	<input type="text" value="JMS Planning &amp; Development Ltd"/>
Address line 1	<input type="text" value="Build Studios"/>
Address line 2	<input type="text" value="203 Westminster Bridge Road"/>
Address line 3	<input type="text" value="Lambeth"/>
Town/city	<input type="text" value="London"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="SE1 7FR"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of one illuminated single sided fascia sign to entrance and insertion of two spotlights to entrance portico and five LED up & down wall sconces to east elevation; one illuminated double sided projecting sign to side elevation and 2 x illuminated fascia signs to front and side elevation at 23 Euston Road

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

☒ Fascia sign(s)

☒ Projecting or hanging sign(s)

☐ Hoarding(s)

☐ Other type(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?	5.3 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.25 metre(s)
Dimension:	Height: 0.28 x Width: 6 x Depth: 0.12 metre(s)
What materials will the sign be made of?  Metal rails and plastic letters	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background  Black background with gold letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	500 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?	5.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.25 metre(s)
Dimension:	Height: 0.28 x Width: 2.5 x Depth: 0.12 metre(s)
What materials will the sign be made of?  Metal rail and plastic letters	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background  Black rails and gold letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	500 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?	3.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 0.95 x Width: 1.6 x Depth: 0.05 metre(s)
What materials will the sign be made of?  Metal letters	
What is the maximum height of any of the individual letters and symbols?	13 cm
The colour of text and background  Black background with purple logo and white letters	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	500 cd/m2
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?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 0.5 x Width: 0.5 x Depth: 0.1 metre(s)
What materials will the sign be made of?  Metal	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background  Black background with white letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

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	<input type="text" value="14/09/2020"/>
To	<input type="text" value="14/09/2025"/>

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

## 8. Site Visit

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:

- (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)

14/09/2020