

Email: [planning@camden.gov.uk](mailto: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="Unit 1"/>
Address line 1	<input type="text" value="Coal Drops Yard"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Kings Cross"/>
Postcode	<input type="text" value="N1C 4DQ"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530022"/>
Northing (y)	<input type="text" value="183578"/>
Description	<input type="text"/>

#### 2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="c/o Agent"/>
Company name	<input type="text" value="Samsung Electronics UK"/>
Address line 1	<input type="text" value="c/o Agent"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="c/o Agent"/>

2. Applicant Details

Country

Postcode

c/o Agent

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title

Mrs

First name

Meghan

Surname

Allen

Company name

NTRPlanning

Address line 1

Clareville House

Address line 2

26-27 Oxendon Street

Address line 3

Town/city

London

Country

Postcode

SW1Y 4EL

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Relocation of existing internally illuminated hanging sign (Stable Street)  
1 no. internally illuminated hanging sign (Viaduct level)  
1 no. internally illuminated letters on steel finish back panel archway sign (Yard Level)  
Replacement of column sign with 1 no. internally illuminated projecting sign (Yard Level)  
1 no. internally illuminated way finding sign, within existing stairwell (Yard Level)

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 projecting or hanging sign

Projecting or hanging sign(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	3.441 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.164 x Width: 1.06 x Depth: 0.135   metre(s)
What materials will the sign be made of?	
Metal Horizontal suspension drops. Acrylic letter faces with metal returns.	
What is the maximum height of any of the individual letters and symbols?	16 cm
The colour of text and background	
Stove Enamelled Grey (RAL 7021) suspension drops, White letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 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?	2.579 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.164 x Width: 1.06 x Depth: 0.135   metre(s)
What materials will the sign be made of?	
Metal Horizontal suspension drops. Acrylic letter faces with metal returns.	
What is the maximum height of any of the individual letters and symbols?	16 cm
The colour of text and background	
Stove Enamelled Grey (RAL 7021) suspension drops, White letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 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?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 1.3 x Width: 6.5 x Depth: 0.03   metre(s)
What materials will the sign be made of?	
Aluminium back plate, router cut letters with 3mm acrylic face	
What is the maximum height of any of the individual letters and symbols?	422 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Weathered steel finish, white letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
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?	0.9 metre(s)
Dimension:	Height: 0.65 x Width: 0.65 x Depth: 0.56 metre(s)
What materials will the sign be made of? Aluminium box, fret cut letters with acrylic face	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background	
Weathered Steel box, white letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	2.01 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.63 x Width: 0.63 x Depth: 0.05 metre(s)
What materials will the sign be made of? Aluminium box, fret cut letters with acrylic face	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background	
Weathered Steel box, white letters	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

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

Relocation of existing internally illuminated hanging sign (Stable Street)  
1 no. internally illuminated hanging sign (Viaduct level)

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

1 no. internally illuminated letters on steel finish back panel archway sign (Yard Level)  
Replacement of column sign with 1 no. internally illuminated projecting sign (Yard Level)  
1 no. internally illuminated way finding sign, within existing stairwell (Yard Level)

#### 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 Stable Street Street hanging sign is to be relocated 333mm forward (refer to dwg. no. A2/A-216832 Rev 2).

The two existing Column signs at yard and viaduct levels are to be removed. The yard level sign is to be replaced with a projecting 'blade' sign (refer to photograph of existing column sign, shown on drawing titled Survey Report - date 17th June 2020, page 1 of 4 and 3 of 4. Details of blade sign on dwg. no. A2/A-216832 Rev 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

#### 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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title   
First name   
Surname   
Reference

Date (Must be pre-application submission)

Details of the pre-application advice received

## 9. Pre-application Advice

All proposed signs supported.

## 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

## 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)

15/10/2020