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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="Kings Cross Square, Unit 2"/>
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="N1C 4DE"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="530245"/>
Northing (y)	<input type="text" value="182948"/>
Description	<input type="text"/>

#### 2. Applicant Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Eirik"/>
Surname	<input type="text" value="Holth"/>
Company name	<input type="text" value="Conilon Ltd"/>
Address line 1	<input type="text" value="81 Southwark Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	
Postcode	SE1 0HX
Are you an agent acting on behalf of the applicant?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Jonathan
Surname	Orchard
Company name	The Fruitful Design Consultancy Ltd
Address line 1	Unit 7, Chiltern House
Address line 2	Waterside
Address line 3	
Town/city	Chesham
Country	United Kingdom
Postcode	HP5 1PS
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Built up letters with internal illumination mounted over existing fascia panel. 2 no. projecting signs. Built up letters with internal illumination mounted at high 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 fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.16 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.585 x Width: 11.7 x Depth: 0.1   metre(s)
What materials will the sign be made of?  Descaled stainless steel letters finished in black powder coat with face in opal acrylic.	
What is the maximum height of any of the individual letters and symbols?	59 cm
The colour of text and background  White text, black return to letter.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 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?	3.07 metre(s)
What is the maximum projection of the advertisement from face of building?	0.75 metre(s)
Dimension:	Height: 0.6 x Width: 0.1 x Depth: 0.6   metre(s)
What materials will the sign be made of?  Descaled stainless steel frame, bracket and rim all powder coated black. Face in white acrylic with applied vinyl in black. Internal illumination by way of LED	
What is the maximum height of any of the individual letters and symbols?	11 cm
The colour of text and background  Black text over white panel	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 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?	5.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 1.07 x Width: 9.26 x Depth: 0.15   metre(s)
What materials will the sign be made of? Descaled stainless steel built up letter powder coated black. Face in opal acrylic. Internal illumination by way of LED	
What is the maximum height of any of the individual letters and symbols?	107 cm

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

The colour of text and background

White letter face, black return. Letters mounted over granite cladding.

Will the sign be illuminated?

Yes

Will the sign be illuminated internally or externally?

Internally Illuminated

Illuminance levels

350 cd/m2

Will the illumination be static or intermittent?

Static

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

Built up letters mounted to ventilation shaft over retail unit.

#### 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

01/03/2021

To

28/02/2026

#### 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

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)

19/01/2021