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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 Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Public-facing side of construction hoardings within the Bloomsbury Conservation Area on Melton Street, Stephenson Way and Euston Square Gardens

Applicant Details

Name/Company

Title

Mr

First name

Damian

Surname

Cox

Company Name

High Speed Two (HS2) Limited

Address

Address line 1

High Speed Two (HS2) Limited

Address line 2

The Podium

Address line 3

1 Eversholt Street

Town/City

London

Country

Postcode

NW1 2DN

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Temporary advertisements on construction hoardings advertising Euston Station, surrounding facilities, and HS2 construction teams (part-retrospective application, including previously-installed adverts and newly proposed adverts).

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

36.75 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run V2 - White and blue text over multi-colour illustrated background. 30 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length [NOT INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

22.32 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run V3 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [NOT INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

3.09 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run V4 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [NOT INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

3.125 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run U1 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

4.88 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run U2 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

8.6 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run K1 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

29.28 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run K2 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

1.22 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run K3 - White and blue text over multi-colour illustrated background. 18 panels plus blank infill panel with no advertising, cut to size on site to suit hoarding length. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

21.96 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run N1 - White and blue text over multi-colour illustrated background. This length excludes 2 blank infill panels with no advertising, cut to size on site to suit hoarding length [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

21.96 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run N2 - White and blue text over multi-colour illustrated background. This length excludes 3 blank infill panels with no advertising, cut to size on site to suit hoarding length [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

23.18 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run N3 - White and blue text over multi-colour illustrated background. This length excludes 2 blank infill panels with no advertising, cut to size on site to suit hoarding length [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

7.61 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run W1 - White and blue text over multi-colour illustrated background. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

50.26 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W2 - White and blue text over multi-colour illustrated background. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

12.2 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run W3 - White and blue text over multi-colour illustrated background. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

29.6 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run W4 - White and blue text over multi-colour illustrated background. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

11.48 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Hoarding Run W5 - White and blue text over multi-colour illustrated background. [INSTALLED, length includes gate]

Will the advertisement be illuminated?:**Advertisement Type:**

Hoarding

Height:

2.4 metres

Width:

24.69 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W6 - White and blue text over multi-colour illustrated background. [INSTALLED, length includes gate]

Will the advertisement be illuminated?:**Advertisement Type:**

Hoarding

Height:

2.4 metres

Width:

9.31 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W7 - White and blue text over multi-colour illustrated background. [INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

20.74 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W2 - White and blue text over multi-colour illustrated background. [Panels 1-18 at W2 Centre, NOT INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

1.22 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W5 - White and blue text over multi-colour illustrated background. [Panel 10 NOT INSTALLED]

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

41.48 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

47.5 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W6 - White and blue text over multi-colour illustrated background. [Panels 1-2 and 13-14 at W6 Left, Panels 1-22 at W6 Centre, Panels 2-9 at W6 Right, NOT INSTALLED]

Will the advertisement be illuminated?:**Advertisement Type:**

Hoarding

Height:

2.4 metres

Width:

4.88 metres

Depth:

0.27 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0.27 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Multipanel Coated Aluminium Composite Material 3mm

The colour of text and background:

Part of Hoarding Run W7 - White and blue text over multi-colour illustrated background. [Panels 1-2 and 7-8, NOT INSTALLED]

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☒ Yes

☐ No

If Yes, please provide details

Most hoarding panels have been installed. Ones which remain to be installed are listed below and as separate items in 'Type of Advertisements' section.

Part of W2 - 20740mm to be installed.

Part of W5 - 1220mm (1 panel) to be installed.

Part of W6 - 41480mm to be installed

Part of W7 - 4880mm (4 panels) to be installed.

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please refer to submitted drawings:

Hoarding Advertising Consent Drawing Sheet 1 of 6 – Hoarding Run V (1CP01-MDS-DS-DGA-SS08_SL41_B1-000006)
Hoarding Advertising Consent Drawing Sheet 2 of 6 – Hoarding Runs U & K (1CP01-MDS-DS-DGA-SS08_SL41_B1-000007)
Hoarding Advertising Consent Drawing Sheet 3 of 6 – Hoarding Run N (1CP01-MDS-DS-DGA-SS08_SL41_B1-000008)
Hoarding Advertising Consent Drawing Sheet 4 of 6 – Hoarding Run W (1CP01-MDS-DS-DGA-SS08_SL41_B1-000009)
Hoarding Advertising Consent Drawing Sheet 5 of 6 – Hoarding Run W (1CP01-MDS-DS-DGA-SS08_SL41_B1-000010)
Hoarding Advertising Consent Drawing Sheet 6 of 6 – Hoarding Run W (1CP01-MDS-DS-DGA-SS08_SL41_B1-000011)

Please note that all drawings submitted as part of the application are for advertisement consent approval.

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

14/03/2022

To Date

06/03/2025

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

The proposed images for the graphics panels, wayfinding information, health and safety information and their positions for the hoarding runs were subject to an extended programme of engagement with local stakeholders between April and September 2021. The scope of engagement covered the agreement of each image and artwork panel, positioning and legibility of wayfinding information, positioning of health and safety information and appearance of each run relative to its surroundings. Individuals and groups with a direct involvement in the engagement process included HS2 Ltd, The Euston Partnership, Network Rail, Stephenson Way Group, Drummond Street Traders, and each of the individual organisations referred to in the graphics panels.

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

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

Dialogue between Mace Dragados Joint Venture (the Agent) and the planning team at LB Camden (Jennifer Walsh – Deputy Team Leader and John Nicholls – Senior Planner). Through pre-application engagement the design of graphics panels and corporate logos along the bottom banners were addressed, and LB Camden advised the Agent in July 2021 that they have no objections in principle to the proposed scheme.

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

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.

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?

☐ Yes

☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Pan Hu

Date

10/03/2022