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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

163, 183 and 203 Eversholt Street, is situated within the London Borough of Camden, and directly adjoins Euston Station which is located to the south west of the site. The Site is formed of three classically composed buildings established as a terraced row along Eversholt Street.

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

**** REDACTED ****

Secondary number

Fax number

Email address

**** REDACTED ****

Agent Details

Name/Company

Title

First name

Finn

Surname

O'Donoghue

Company Name

Iceni Projects

Address

Address line 1

Da Vinci House

Address line 2

44 Saffron Hill

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

Ec1N8FH

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement signage to the three primary entrances across the ground floor front elevation of the building. Includes at each entrance;

- Replacement hanging metal sign above doorways
- Replacement signs affixed to fencing and either side of doorway

Advertisement Type:

Projecting or Hanging Sign

Height:

0.75 metres

Width:

1.1 metres

Depth:

0.05 metres

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

5.85 metres

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

1.3 metres

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

50 centimetres

What materials will the advertisement be made of?:

Black metal

The colour of text and background:

Black background, gold embossed text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.4 metres

Depth:

0.5 metres

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

1 metres

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

0.05 metres

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

8 centimetres

What materials will the advertisement be made of?:

Brass

The colour of text and background:

Black Text, Brass Background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

300 metres

Width:

400 metres

Depth:

0.05 metres

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

2 metres

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

0.05 metres

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

8 centimetres

What materials will the advertisement be made of?:

Brass

The colour of text and background:

Black text, brass background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

300 metres

Width:

400 metres

Depth:

0.05 metres

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

2 metres

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

0.05 metres

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

8 centimetres

What materials will the advertisement be made of?:

Brass

The colour of text and background:

Black text, brass background

Will the advertisement be illuminated?:

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

Brass panel plate, please see DAS and Drawings

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 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 see DAS, pg 10-13

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

01/01/2023

To Date

01/01/2073

Neighbour and Community Consultation

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

- Yes
 No

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

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

2022/2459/PRE

Date (must be pre-application submission)

07/06/2022

Details of the pre-application advice received

The elevations are simple and rhythmical with decoration around the entrances. This simplicity is an important and significant characteristic of the building. Signage and art work should be kept to a minimum to ensure the decorative entrances are the focal point of the elevations and are not cluttered by additional signs. The vertical banner signs draw attention from the historic features of the entrance and should be avoided at formal application stage. The artwork to the flank wall should also be avoided as its size and positioning does not relate to the composition of the front elevation and it detracts from the classical and formal presentation of the building.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- 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

Finn O'Donoghue

Date

13/12/2022