

Email: 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 Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); 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 recommendation	ns based on the answers given in the questions.			
If you cannot provide a postcode, the description help locate the site - for example "field to the Nor	n of site location must be completed. Please provide the most accurate site description you can, to rth of the Post Office".			
Number	194			
Suffix				
Property Name				
Address Line 1				
West End Lane				
Address Line 2				
Address Line 3				
Camden				
Town/city				
London				
Postcode				
NW6 1SG				
Description of site location must	be completed if postcode is not known:			
Easting (x)	Northing (y)			
525516	184979			
Description				

Applicant Details
Name/Company
Title
First name
Surname
Specsavers
Company Name
Specsavers Optical Stores UK
Address
Address line 1
Cirrus House
Address line 2
10 Experian Way
Address line 3
Town/City
Nottingham
County
Country
United Kingdom
Postcode
NG2 1EP
Are you an agent acting on behalf of the applicant?
○ No
Contact Details
Primary number
***** REDACTED ******

Secondary number
Fax number
Email address
**** REDACTED *****
Agent Details
Name/Company
Title
First name
-
Surname
Fisch Planning
Company Name
Fisch Design
Address
Address line 1
Fisch Design Ltd
Fisch Design Ltd Address line 2
Address line 2
Address line 2 Unit 1 Heritage Business Centre
Address line 2 Unit 1 Heritage Business Centre Address line 3
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper County
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper County United Kingdom
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper County
Address line 2 Unit 1 Heritage Business Centre Address line 3 Derby Road Town/City Belper County United Kingdom Postcode

Contact Details	
Primary number	
***** REDACTED ******	
Secondary number	
Fax number	
Email address	
***** REDACTED *****	
Site Area	
What is the measurement of the site area? (numeric characters only).	
177.00	
Unit	
Sq. metres	
Site information	
Please note: This question is specific to applications within the Greater London area.	
The Mayor can request relevant information about spatial planning in Greater London under <u>Section 346 of the Greater London Authoral View more information on the collection of this additional data and assistance with providing an accurate response.</u>	ority Act 1999.
Title number(s)	
Please add the title number(s) for the existing building(s) on the site. If the site has no title numbers, please enter "Unregistered".	
Title Number: BB23431	
Energy Performance Certificate Number	
Do any of the buildings on the application site have an Energy Performance Certificate (EPC)?	
○ No	

Public/Private Ownership
What is the current ownership status of the site?
O Public
○ Mixed
Description of the Proposal
Please note in regard to:
 Fire Statements - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. <u>View government planning guidance on fire statements</u> or <u>access the fire statement template and guidance</u>. Permission In Principle - If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.
 Public Service Infrastructure - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or view government planning guidance on determination periods.
Description
Please describe details of the proposed development or works including any change of use
Proposed replacement of shopfront windows and doors & installation of AC condenser units to rear elevation.
Has the work or change of use already started?
○ Yes
⊗ No
Further information about the Proposed Development
Further information about the Proposed Development Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response.
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Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response. Are the proposals eligible for the 'Fast Track Route' based on the affordable housing threshold and other criteria? Yes No Do the proposals cover the whole existing building(s)? Yes No Where proposals only affect part(s) of building(s), please provide details (e.g. 'Rear Ground Floor', 'Unit 1 - 1st-3rd Floor') Front elevation shopfront construction. Rear elevation service area plant installation.
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Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response. Are the proposals eligible for the 'Fast Track Route' based on the affordable housing threshold and other criteria? Yes No Do the proposals cover the whole existing building(s)? Yes No Where proposals only affect part(s) of building(s), please provide details (e.g. 'Rear Ground Floor', 'Unit 1 - 1st-3rd Floor') Front elevation shopfront construction. Rear elevation service area plant installation. Current lead Registered Social Landlord (RSL) If the proposal includes affordable housing, has a Registered Social Landlord been confirmed? If the proposal does not include affordable housing, select 'No'. Yes

Does the proposal include any new building and/or an increase in height to an existing building?
○ Yes ⊙ No
Loss of garden land
Will the proposal result in the loss of any residential garden land?
○ Yes ⊙ No
Projected cost of works
Please provide the estimated total cost of the proposal
Up to £2m
Vacant Building Credit
Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response.
Does the proposed development qualify for the vacant building credit? ○ Yes ⊙ No
Superseded consents Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response. Does this proposal supersede any existing consent(s)? Yes No
Development Dates Please note: This question is specific to applications within the Greater London area.
The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response.
Please add the expected commencement and completion dates for all phases of the proposed development. If the entire development is to be completed in a single phase, state in the 'Phase Detail' that it covers the 'Entire Development'.
Phase Detail: Entire Development When are the building works expected to commence?:
2023-08 When are the building works expected to be complete?: 2023-12

Schame and Davidener Information
Scheme and Developer Information Rieses note: This guardien is exactly to applications within the Creater Landon area.
Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999.
View more information on the collection of this additional data and assistance with providing an accurate response.
Scheme Name
Does the scheme have a name?
○ Yes⊙ No
Developer Information
Has a lead developer been assigned?
✓ Yes○ No
Please enter the company name
Giles Davies
Is the lead developer a registered company in the UK?
Existing Use Please describe the current use of the site
Class E, to remain as such
Class E, to remain as such Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant?
Is the site currently vacant? ② Yes ○ No If Yes, please describe the last use of the site Class E When did this use end (if known)? dd/mm/yyyyy Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your
Is the site currently vacant? Yes No If Yes, please describe the last use of the site Class E When did this use end (if known)? dd/mm/yyyy Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application. Land which is known to be contaminated Yes
Is the site currently vacant? ② Yes ③ No If Yes, please describe the last use of the site Class E When did this use end (if known)? dd/mm/yyyy Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application. Land which is known to be contaminated
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○ Yes	containing to the compositor in	r an or part or the one	Land where contamination is suspected for all or part of the site					
○ Yes ⊙ No								
A prop	osed use that would be particularly	vulnerable to the presence of contamination						
○ Yes								
⊘ No								
Exis	ting and Proposed Us	es						
Please The Ma	e note: This question contains additi	ional requirements specific to applications within the	ection 346 of the Greater London Authority Act 1999.					
Please		rea (GIA) for all current uses and how this will chang	ge based on the proposed development. Details of the					
not be these,	used in most cases. Also, the lis	t does not include the newly introduced Use Cla	oked Use Classes A1-5, B1, and D1-2 that should sses E and F1-2. To provide details in relation to lse Classes. Multiple 'Other' options can be added	1				
Use Class: E - Commercial, Business and Service Existing gross internal floor area (square metres): 177 Gross internal floor area lost (including by change of use) (square metres): 0 Gross internal floor area gained (including change of use) (square metres): 0								
U								
	Existing gross internal floorspace (square metres)	Gross internal floor area lost (including by change of use) (square metres)	Gross internal floor area gained (including change of use) (square metres)					
	= =]				
	floorspace (square metres)	change of use) (square metres)	change of use) (square metres)]				

Please provide a description of existing and proposed materials and finishes to be used externally (including type, colour and name for each material)
Type: Windows
Existing materials and finishes: Aluminium framed shopfront windows, powder-coated finish
Proposed materials and finishes: Aluminium framed shopfront windows, powder-coated finish
Type: Doors
Existing materials and finishes: Aluminium framed shopfront door, powder-coated finish
Proposed materials and finishes: Aluminium framed shopfront door, powder-coated finish
Are you supplying additional information on submitted plans, drawings or a design and access statement? Yes No
If Yes, please state references for the plans, drawings and/or design and access statement
See elevation drawings
Dedectries and Valciale Assess Decde and Dinkto of Way
Pedestrian and Vehicle Access, Roads and Rights of Way Is a new or altered vehicular access proposed to or from the public highway?
○ Yes⊙ No
Is a new or altered pedestrian access proposed to or from the public highway?
○ Yes⊙ No
Are there any new public roads to be provided within the site?
○ Yes ⊙ No
Are there any new public rights of way to be provided within or adjacent to the site?
○ Yes ⊙ No
Do the proposals require any diversions/extinguishments and/or creation of rights of way?
○ Yes ⊙ No

Vehicle Parking
Please note: This question contains additional requirements specific to applications within Greater London.
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View more information on the collection of this additional data and assistance with providing an accurate response.
Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?
○ Yes ⊙ No
Electric vehicle charging points
Please note: This question is specific to applications within the Greater London area.
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View more information on the collection of this additional data and assistance with providing an accurate response.
Do the proposals include electric vehicle charging points and/or hydrogen refuelling facilities?
○ Yes ⊙ No
Trees and Hedges
Are there trees or hedges on the proposed development site?
○ Yes⊙ No
And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as
part of the local landscape character? O Yes
⊗ No
If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.
Assessment of Flood Risk
Is the site within an area at risk of flooding? (Check the location on the Government's Flood map for planning. You should also refer to national standing advice and your local planning authority requirements for information as necessary.)
○ Yes⊙ No
Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?
○ Yes ⊙ No
Will the proposal increase the flood risk elsewhere?
○Yes
⊗ No

How will surface water be disposed of?
☐ Sustainable drainage system
Existing water course
Soakaway
✓ Main sewer
☐ Pond/lake
Biodiversity and Geological Conservation
Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?
To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.
a) Protected and priority species
○ Yes, on the development site○ Yes, on land adjacent to or near the proposed development② No
b) Designated sites, important habitats or other biodiversity features
 ○ Yes, on the development site ○ Yes, on land adjacent to or near the proposed development ⓒ No
c) Features of geological conservation importance
○ Yes, on the development site○ Yes, on land adjacent to or near the proposed development② No
Supporting information requirements
Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.
Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.
Your local planning authority will be able to advise on the content of any assessments that may be required.
Open and Protected Space
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<u>View more information on the collection of this additional data and assistance with providing an accurate response.</u>
Open Space Will the proposed development result in the loss, gain or change of use of any open space?
Yes
⊗ No
Protected Space

Yes ⊘ No			
Foul Sewage			
Please state how foul sewage is to be disposed of: ☐ Mains sewer ☐ Septic tank ☐ Package treatment plant ☐ Cess pit ☐ Other ☑ Unknown			
Are you proposing to connect to the existing drainage system? ○ Yes ○ No ○ Unknown			
Water management Please note: This question is specific to applications within the Greater London area.			
The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response.			
Please state the expected percentage reduction of surface water discharge (for a 1 in 100-year rainfall event) from the properties of the expected percentage reduction of surface water discharge (for a 1 in 100-year rainfall event) from the properties of the expected percentage reduction of surface water discharge (for a 1 in 100-year rainfall event).	roposal		
0		percent	
Are Green Sustainable Drainage Systems (SuDS) incorporated into the drainage design for the proposal? O Yes No			
Please state the expected internal residential water usage of the proposal			
2.00	litres per perso	n per day	
Does the proposal include the harvesting of rainfall? ○ Yes ⊙ No			
Does the proposal include re-use of grey water? ○ Yes ⊙ No			
Trade Effluent			
Does the proposal involve the need to dispose of trade effluents or trade waste?			
○ Yes⊙ No			
Residential Units			

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View more information on the collection of this additional data and assistance with providing an accurate response.			
Residential Units to be lost			
Does this proposal involve the loss or replacement of any self-contained residential units or student accommodation (including those being rebuilt)? O Yes O No			
Residential Units to be added			
Does this proposal involve the addition of any self-contained residential units or student accommodation (including those being rebuilt)?			
○ Yes⊙ No			
Mixed use residential site area			
Is this application for a mixed use proposal that includes residential uses?			
○ Yes⊙ No			
How much site area will these residential uses take up?			
0.00			
Unit			
Square metres			
Non-Permanent Dwellings			
Non-Permanent Dwellings Please note: This question is specific to applications within the Greater London area.			
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waste and recycling provision
Please note: This question contains additional requirements specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under <u>Section 346 of the Greater London Authority Act 1999.</u>
View more information on the collection of this additional data and assistance with providing an accurate response.
Does every unit in this proposal (residential and non-residential) have dedicated internal and external storage space for dry recycling, food waste and residual waste? Yes No
Utilites
Please note: This question contains additional requirements specific to applications within the Greater London area.
The Mayor can request relevant information about spatial planning in Greater London under <u>Section 346 of the Greater London Authority Act 1999</u> . <u>View more information on the collection of this additional data and assistance with providing an accurate response</u> .
Water and gas connections Number of new water connections required
0
Number of new gas connections required
0
Fire safety Is a fire suppression system proposed? Yes No
Internet connections
Number of residential units to be served by full fibre internet connections
0
Number of non-residential units to be served by full fibre internet connections
1
Mobile networks Has consultation with mobile network operators been carried out? ○ Yes ⊙ No
Environmental Impacts
Please note: This question is specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under Section 346 of the Greater London Authority Act 1999. View more information on the collection of this additional data and assistance with providing an accurate response.
Community energy
Will the proposal provide any on-site community-owned energy generation?
○ Yes ⊙ No
Heat pumps

○ Yes⊙ No
Solar energy
Does the proposal include solar energy of any kind? ○ Yes ⊙ No
Passive cooling units
Number of proposed residential units with passive cooling
0
Emissions
NOx total annual emissions (Kilograms)
0.00
Particulate matter (PM) total annual emissions (Kilograms)
0.00
Greenhouse gas emission reductions
Are the on-site Green House Gas emission reductions at least 35% above those set out in Part L of Building Regulations 2021?
Green Roof
Proposed area of 'Green Roof' to be added (Square metres)
0.00
Urban Greening Factor
Please enter the Urban Greening Factor score
0.00
Residential units with electrical heating
Number of proposed residential units with electrical heating
0
Reused/Recycled materials
Percentage of demolition/construction material to be reused/recycled
0
Employment Are there any existing employees on the site or will the proposed development increase or decrease the number of employees? ○ Yes ○ No

Will the proposal provide any heat pumps?

Are Hours of Opening relevant to this proposal?
○ Yes
⊗ No
Industrial or Commercial Processes and Machinery
Does this proposal involve the carrying out of industrial or commercial activities and processes?
○ Yes
⊙ No
Is the proposal for a waste management development?
○ Yes ⊙ No
Hazardous Substances
Does the proposal involve the use or storage of Hazardous Substances?
○ Yes
⊗ No
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
Trease accorde the proposed devertisement(e)
Proposed externally illuminated fascia sign & externally illuminated hanging sign

Advertisement Type:									
Fascia Sign									
Height: 1.22 metres Width: 4.925 metres Depth: 0.115 metres What is the height from the ground to the base of the advertisement?: 3.23 metres What is the maximum projection of the advertisement from the face of the building?: 0.115 metres What is the maximum height of any of the individual letters and symbols?: 10.5 centimetres What materials will the advertisement be made of?: Aluminium fascia panel with opal acrylic logo and lettering The colour of text and background: White text to dark green background Will the advertisement be illuminated?: Yes									
					Will the advertisement be illuminated internally or externally?: Externally Illuminance levels: 300 cd/m²				
									Will the illumination be static or intermittent?: Static
					Advertisement Type: Projecting or Hanging Sign				
					Height: 0.5 metres				
					Width: 0.5 metres				
					Depth: 0.05 metres				
					What is the height from the ground to the base of the advertisement?: 3.8 metres				
					What is the maximum projection of the advertisement from the face of the building?: 0.6 metres				
What is the maximum height of any of the individual letters and symbols?: 20 centimetres									
What materials will the advertisement be made of?: Aluminium fascia panel with acrylic and vinyl logo (same both sides)									
The colour of text and background: White text to dark green background									
Will the advertisement be illuminated?: Yes									
Will the advertisement be illuminated internally or externally?: Externally									
Illuminance levels:									

300 cd/m ²	
Will the illumination be static or intermittent?:	
Static	
L	J
	_
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 ② Not Applicable	
Will the proposed advertisement(s) project over a footpath or other public highway?	
○ No	
Adventie and atta Devia d	
Advertisement(s) Period	
Please state the period of time for which consent is sought for the advertisement	
From Date	
01/08/2023	
To Date	
01/08/2028	
	_
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 applicant	
○ The applicant○ Other person	
	_
Pre-application Advice	
Has assistance or prior advice been sought from the local authority about this application?	
○ 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			
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			
Ownership Certificates and Agricultural Land Declaration			
Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)			
(England) Order 2015 (as amended)			
(England) Order 2015 (as amended) Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D. Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days? Yes			
(England) Order 2015 (as amended) Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D. Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days? Yes No Can you give appropriate notice to all the other owners/agricultural tenants? (Select 'Yes' if there are no other owners/agricultural tenants) Yes			
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Owner/Agricultural Tenant
Name of Owner/Agricultural Tenant: ***** REDACTED ******
House name:
Number:
7
Suffix:
Address line 1: The Brook
Address Line 2:
Town/City: Saltash
Postcode: PI12 6UL
Date notice served (DD/MM/YYYY): 01/05/2023
Person Family Name:
Person Role O The Academy of the Control of the Co
○ The Applicant② The Agent
Title
First Name
-
Surname
Fisch Planning
Declaration Date
15/06/2023
✓ Declaration made
Declaration
I / We hereby apply for Full planning & display of advertisements 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.

- Fisch Planning

✓ I / We agree to the outlined declaration

Signed

Date	
15/06/2023	