



# The Planning Inspectorate

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Your Ref: 2022/4271/A  
Our Ref: APP/X5210/Z/23/3318909

Ms Karina Wujek  
London Borough of Camden  
Development Management  
2nd Floor  
5 Pancras Square  
London  
N1C 4AG

19 September 2023

Dear Ms Wujek,

Town and Country Planning (Control of Advertisements) (England) Regulations  
2007

Appeal by Poundland Ltd

Site Address: 143-145 Finchley Road, Swiss Cottage, London, NW3 6HX

I have received an appeal form(s) and documents for this site. I am your case officer, if you have any questions, please contact me.

I have checked the papers and confirm that the appeal(s) is valid. If I find out later for any reason this is not the case, I will write to you again.

The procedure and starting date

The appellant(s) has requested the Written representations procedure. We have applied the criteria and considered all representations received, including the appellant's preferred choice. We consider that the Commercial Appeals Service (CAS) is suitable.

We therefore intend to determine the appeal(s) by this procedure.

If you believe the Commercial Appeals Service (CAS) is not appropriate for this appeal(s), you should email us immediately setting out the reasons why you think this is so. Please note there must be exceptional reasons for us to agree to a procedure other than the Commercial Appeals Service (CAS).

The date of this letter is the starting date for the appeal(s).

Sending documents to us and looking at the appeal(s)

Where applicable, you can use the Internet to submit documents, to see information and to check the progress of cases through GOV.UK. The address of the search page is - <https://www.gov.uk/appeal-planning-inspectorate>.

The following documents must be sent within this timetable.

By 5 working days from the start date

You must send me a copy of a completed appeal questionnaire, which should include all supporting documentation, preferably via GOV.UK. Please also send a copy of the questionnaire and documents to the appellant(s) using their preferred method of communication as specified on their appeal form(s).

You must notify any person notified or consulted in accordance with the Act or a development order and any other interested persons who made representations to you about the application(s) that the appeal(s) has been made. The Commercial Appeals Service (CAS) does not offer an opportunity for interested parties to comment at the appeal(s) stage. However, any representations they may have made to you regarding the original application(s) will be forwarded to us and the Inspector will take full account of these representations when deciding the appeal(s).

You will need to set out how the interested persons can withdraw their earlier comments if they wish to do so.

You should also advise them that the appeal documents can be viewed at your offices (or on your website) and that the Inspector's decision (when it is issued) and information regarding the progress of this appeal(s), can be accessed via GOV.UK (<https://www.gov.uk/appeal-planning-inspectorate>).

#### Site visit

We will arrange for one of our Inspectors to visit the appeal site. The Inspector will conduct the site visit alone. If it is decided that he or she should be accompanied by the main parties, we will send you details nearer the time. Inspectors will not accept any documents or discuss the appeal at the site visit.

Up to date information about waiting times for appeals can be found on our "[Appeals: average timescales](#)" page on GOV.UK.

#### Costs

The appellant(s) has been directed to our Planning Portal for further information regarding costs - <http://planningguidance.communities.gov.uk/blog/guidance/appeals/>. You should also be aware that costs may be awarded to either party.

Additionally, a Planning Inspector or the Secretary of State may on their own initiative make an award of costs, in full or in part, if they judge that a party has behaved unreasonably resulting in unnecessary appeal expense.

#### Further information

Further information about the appeals process can be accessed at GOV.UK - <https://www.gov.uk/government/publications/planning-appeals-procedural-guide>. I recommend that you read the relevant guidance.

Yours sincerely,

*Kate Moody*  
Kate Moody

<https://www.gov.uk/government/publications/planning-inspectorate-privacy-notice>