

## The Planning Inspectorate

### QUESTIONNAIRE ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL (Online Version)

You must ensure that a copy of the completed questionnaire, together with any attachments, are sent to the appellant/agent by the date given in the start letter.

Appeal Reference	APP/X5210/Z/23/3318909
Appeal By	POUNDLAND LTD
Site Address	143-145 Finchley Road Swiss Cottage London NW3 6HX

#### PART 1

- i) Refusal of consent for the display of the advertisement(s)
- ii) Grant of consent for the display of the advertisement(s)
- iii) Failure of the LPA to give notice of its decision within the appropriate period of an application for consent
- iv) Service of a Discontinuance Notice

*Warning: The written representations procedure is an expedited procedure for appeals against refusal of consent for the display of advertisements.*

1.b. Do you agree that the written representations procedure is appropriate for this appeal? Please note there must be exceptional reasons for us to agree to a procedure other than the written representations procedure. If your answer is no, please give your reasons below.

Yes  No

2.a. Can the relevant part of the appeal site be seen from a road, public footpath, bridleway or other public land?

Yes  No

2.b. Is it essential for the Inspector to enter the site to assess the impact of the proposal?

Yes  No

To assess impact on the host building and street scene.

2.c. Are there any known health and safety issues that would affect the conduct of the site inspection?

Yes  No

Proximity of A41.

3. Did you notify people about the application? Yes  No

#### PART 2

4. Is one of your grounds for refusal 'Public Safety' involving highway or traffic considerations? Yes  No

- 5.a. Have you notified anyone about the appeal? Yes  No
- 6.a. Are there any other appeals or matters relating to the same site still being considered by us or the Secretary of State? Yes  No
- 6.b. Are there any other appeals or matters adjacent or close to the site still to be considered by us or the Secretary of State? Yes  No

APP/X5210/Z/23/3324417  
 APP/X5210/Z/23/3318264  
 APP/X5210/Z/23/3318914

see 'Questionnaire Documents' section

### PART 3

- 7.a. Is the site in a Conservation Area? Yes  No
- 7.b. Is the site adjacent to a Conservation Area? Yes  No
8. Is the site in an Area of Special Control of Advertisements? Yes  No
9. Is the appeal site within:
- a. A Green Belt? Yes  No
- b. An Area of Outstanding Natural Beauty? Yes  No
- 10.a. Is the appeal site in or adjacent to, or likely to affect, an SSSI and/or an internationally designated site (i.e cSAC, SAC, pSPA, SPA, Ramsar)? Yes  No
- 10.b. Are any protected species likely to be affected by the proposals? Yes  No
- 11.a. Would the proposed advertisement affect the setting of a listed building? Yes  No
- 12.a. Would the proposed advertisement affect an Ancient Monument (whether scheduled or not)? Yes  No
13. Do you consider that any condition other than the five standard conditions set out in Schedule 2 of the 2007 Regulations should be imposed in the event that express consent as applied for is granted? Yes  No

### PART 4

#### Copies of the following must be attached to this form:

- 15.a. If the appellant has submitted photographs and a plan with their appeal documents please confirm you are content these are a complete and accurate representation. Yes  No

#### Copies of the following documents must, if appropriate, be attached to this form:

- 16.a. the planning officer's report to committee or delegated report on the application and any other relevant documents/minutes;   
 see 'Questionnaire Documents' section
- 16.b. extracts from any relevant statutory development plan policies (even if you intend to rely more heavily on the emerging plan). You must include the front page, the title and date of approval/adoption, please give the status of the plan. Copies of the policies should include the relevant supporting text. You must provide this even if the appeal is against non-determination;

List of policies:

A1, D1, D4

see 'Questionnaire Documents' section

see 'Questionnaire Documents' section

16.c. extracts of any relevant policies which have been 'saved' by way of a Direction.

16.d. Extracts from any supplementary document that you consider necessary, together with the date of its adoption. In the case of emerging documents, please state what stage they have reached.

see 'Questionnaire Documents' section

16.e. if any Development Plan Document (DPD) or Neighbourhood Plan relevant to this appeal has been examined and found sound/met the basic conditions and passed a referendum, the date the DPD or Neighbourhood Plan is likely to be adopted and, if you consider this date will be before the Inspector's decision on this appeal is issued, an explanation of the Council's policy position in respect of this appeal upon its adoption. You should also include an explanation of the status of existing policies and plans, as they relate to this appeal, upon adoption and which (if any) will be superseded;

16.f. if any DPD or Neighbourhood Plan relevant to this appeal has been submitted for examination, or in the case of a Neighbourhood Plan has been examined and is awaiting a referendum, an explanation of any substantive changes in the progress of the emerging plan, and their relevance to this appeal if it is considered that the plan will not be adopted before the Inspector's decision on this appeal is issued;

16.g. your Authority's CIL charging schedule is being/has been examined;

16.h. your Authority's CIL charging schedule has been/is likely to be adopted.

16.i. Any other relevant information or correspondence you consider we should know about;

see 'Questionnaire Documents' section

16.j. A true copy of the Discontinuance Notice.

17. If this appeal is not following the written representations expedited procedure do you intend to send a further statement about this appeal?

18. Do you wish to attach your statement of case?

### LPA Details

I certify that a copy of this appeal questionnaire and any enclosures will be sent to the appellant or agent today.

LPA's reference

Completed by

On behalf of

Please provide the details of the officer we can contact for this appeal, if different from the Planning Inspectorate's usual contact for this type of appeal.

Name

Phone no (including dialling code)

Email

**Please advise the case officer of any changes in circumstances occurring after the return of**

**the questionnaire.**

## QUESTIONNAIRE DOCUMENTS

Appeal Reference APP/X5210/Z/23/3318909

Appeal By POUNDLAND LTD

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

### The documents listed below were uploaded with this questionnaire form:

- Relates to Section:** PART 2  
**Document Description:** 6.b. Details of other appeals or matters adjacent, or close, to the site still be considered by us or the Secretary of State.  
**File name:** CAS Start Letter 3324417.pdf  
**File name:** CAS Start Letter - 3318264.pdf  
**File name:** CAS Start Letter 3318914.pdf
- Relates to Section:** PART 4  
**Document Description:** 15.a. The planning officer's report to committee or delegated report on the application and any other relevant documents/minutes.  
**File name:** Report 2022\_4271\_A.pdf
- Relates to Section:** PART 4  
**Document Description:** 16.b. Extracts from any relevant statutory development plan policies.  
**File name:** Camden Local Plan - cover and introduction.pdf
- Relates to Section:** PART 4  
**Document Description:** 16.b. Extracts from any relevant statutory development plan policies.  
**File name:** A1 - Managing the Impact of Development.pdf  
**File name:** D1 - Design.pdf  
**File name:** D4 - Advertisements.pdf
- Relates to Section:** PART 4  
**Document Description:** 15.d. Extracts from any supplementary document.  
**File name:** Advertisements CPG March 2018.pdf  
**File name:** Pages from Design CPG January 2021 - cover & table of contents.pdf  
**File name:** Pages from Design CPG January 2021 - Chapter 2.pdf  
**File name:** Pages from Design CPG January 2021 - Chapter 6.pdf
- Relates to Section:** PART 4  
**Document Description:** 16.i. Any other relevant information or correspondence you consider we should know about.  
**File name:** Pages from Town Centres and Retail CPG January 2021 - Finchley Road Swiss Cottage town centre map.pdf  
**File name:** Pages from Town Centres and Retail CPG January 2021 - Finchley Road Swiss Cottage town centre retail uses.pdf

### The documents listed below were already attached elsewhere with this questionnaire form:

Completed by Not Set

**Date**

20/09/2023 10:25:56

**LPA**

London Borough of Camden