

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 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

Applicant Details

Name/Company

Title

Mr

First name

Ollie

Surname

Smith

Company Name

Urban Innovation Company (UIC) Ltd

Address

Address line 1

42-46 Fountain Street

Address line 2

Address line 3

Town/City

Belfast

County

Country

United Kingdom

Postcode

BT1 5EF

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

County

Country

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).

0.01

Unit

Hectares

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 [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](#).

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:

Unregistered

Energy Performance Certificate Number

Do any of the buildings on the application site have an Energy Performance Certificate (EPC)?

- ☐ Yes
- ☒ No

Public/Private Ownership

What is the current ownership status of the site?

- ☒ Public
- ☐ Private
- ☐ 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. [View government planning guidance on fire statements](#) or [access the fire statement template and guidance](#).
- **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

Installation of "Pulse Smart Hub" with integrated digital screens

Has the work or change of use already started?

- ☐ Yes
☒ No

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](#).

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')

Pavement opposite 152 West End Lane, (corner of Iverson Road), London, NW6 2LJ

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
☒ No

Details of building(s)

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

Please add details of any superseded consent(s)

Local Planning Authority consent reference number:

2017/5430/P

Is the consent only being partially superseded:

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:

1

When are the building works expected to commence?:

01/2025

When are the building works expected to be complete?:

02/2025

Scheme and Developer 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 [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

Urban Innovation Company (UIC) Ltd

Is the lead developer a registered company in the UK?

- ☒ Yes
- ☐ Registered in another country
- ☐ No

Existing Use

Please describe the current use of the site

Pavement

Is the site currently vacant?

- ☐ Yes
- ☒ No

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
- ☒ No

Land where contamination is suspected for all or part of the site

- ☐ Yes
- ☒ No

A proposed use that would be particularly vulnerable to the presence of contamination

- ☐ Yes
- ☒ No

Existing and Proposed Uses

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 [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 details of the Gross Internal Area (GIA) for all current uses and how this will change based on the proposed development. Details of the floor area for any proposed new uses should also be added.

Use Class:

SG - Sui Generis

Existing gross internal floor area (square metres):

0

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

Total	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)
	0	0	0

Materials

Does the proposed development require any materials to be used externally?

☒ Yes

☐ No

Please provide a description of existing and proposed materials and finishes to be used externally (including type, colour and name for each material)

Type:

Other

Other (please specify):

Communications Hub Unit

Existing materials and finishes:

N/A

Proposed materials and finishes:

Please refer to planning application submission plans, drawings and specifications and supporting Planning Statement and Design Management and Operational Statement (DMOS)

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

Please refer to planning application submission plans, drawings and specifications and supporting Planning Statement and Design Management and Operational Statement (DMOS)

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.

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 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.

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.](#)

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?

- ☐ 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 development
☒ 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 development
☒ 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.

Biodiversity net gain

Biodiversity net gain is a legal requirement for planning permission introduced on 12 February 2024. All applications are required to either provide detailed information proving there will be a biodiversity increase; or explain why they are exempt from doing so.

[Find out more about biodiversity net gain, and access digital tools from our partners that can help determine if you are exempt, or produce the biodiversity metric information required.](#)

Do you believe that, if the development is granted permission, the general Biodiversity Gain Condition (as set out in Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 (as amended)) would apply?

- ☐ Yes
☒ No

Please add all the exemptions or transitional arrangements that apply and provide a reason why

Exemption:

Development subject to the de minimis exemption (development below the threshold)

Reason for selecting exemption:

Development meets the first and second conditions under sub-section 4 of the The Biodiversity Gain Requirements (Exemptions) Regulations 2024

Note: Please read the help text for further information on the exemptions available and when they apply

Open and Protected Space

Please note: This question is specific to applications within Greater London.

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.](#)

Open Space

Will the proposed development result in the loss, gain or change of use of any open space?

- ☐ Yes
☒ No

Protected Space

Will the proposed development result in the loss, gain or change of use of a site protected with a nature designation?

- ☐ 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

Other

Not relevant to this form of development

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 proposal

0percent

Are Green Sustainable Drainage Systems (SuDS) incorporated into the drainage design for the proposal?

- ☐ Yes
- ☒ No

Please state the expected internal residential water usage of the proposal

0.00litres per person 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

Please notes: This question contains additional requirements specific to applications within Greater London.

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.](#)

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)?

☐ Yes

☒ 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

Non-Permanent Dwellings

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 involve the loss or gain of any non-permanent dwellings? Note that this covers any non-permanent dwellings if used as main residence (e.g. caravans, mobile homes, converted railway carriages), traveller pitches/plots or houseboat moorings.

☐ Yes

☒ No

Other Residential Accommodation

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 [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 involve the loss or gain of any other residential accommodation? Note that this covers all other permanent residential accommodation that is outside of Use Classes C3 and C4 (apart from student accommodation), including rooms that are specifically provided for older persons.

☐ Yes

☒ No

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 [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 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

If no, please add details of every unit that does not provide all of the above, indicating what is and isn't provided and the reason why all of these spaces cannot be provided

<div>Unit Reference: N/A</div> <div>Dry Recycling: No</div> <div>Food Waste: No</div> <div>Residual Waste: No</div> <div>Dry Recycling: No</div> <div>Food Waste: No</div> <div>Residual Waste: No</div> <div>Please enter the reason why all of these spaces cannot be provided for this unit.: N/A</div>
--

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 [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.](#)

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

Number of non-residential units to be served by full fibre internet connections

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

Will the proposal provide any 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

Emissions

NOx total annual emissions (Kilograms)

Particulate matter (PM) total annual emissions (Kilograms)

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?

☐ Yes

☒ No

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

Hours of Opening

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)

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2x (back-to-back) digital LED displays

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
1.66 metres

Width:
0.93 metres

Depth:
0.38 metres

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

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

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

What materials will the advertisement be made of?:
Gel coated fibre glass, anodised metal, toughened glass

The colour of text and background:
Multicoloured depending on advert content

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m²

Will the illumination be static or intermittent?:
Static

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

The advertising forms an integral part of a smart communications hub

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

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

01/01/2025

To Date

01/01/2030

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

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

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

If No, why has permission not been obtained?

The application site is confirmed as adopted highways-controlled land, in which the Urban Innovation Company is a statutory undertaker and so can carry out such development.

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (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
☐ No

Certificate Of Ownership - Certificate B

I certify/ The applicant certifies that:

- ☒ I have/The applicant has given the requisite notice to everyone else (as listed below) who, on the day 21 days before the date of this application, was the owner* and/or agricultural tenant** of any part of the land or building to which this application relates; or
☐ The applicant is the sole owner of all the land or buildings to which this application relates and there are no other owners* and/or agricultural tenants**.

* "owner" is a person with a freehold interest or leasehold interest with at least 7 years left to run.

** "agricultural tenant" has the meaning given in section 65(8) of the Town and Country Planning Act 1990

Name of Owner/Agricultural Tenant:

***** REDACTED *****

House name:

Number:

Suffix:

Address line 1:

5 Pancras Square

Address Line 2:

Town/City:

London

Postcode:

N1C 4AG

Date notice served (DD/MM/YYYY):

07/08/2024

Person Family Name:

Person Role

☒ The Applicant

☐ The Agent

Title

Mr

First Name

Ollie

Surname

Smith

Declaration Date

07/08/2024

☒ Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements as described in the questions answered, details provided, and the 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 opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

David Phillips

Date

07/08/2024