

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/H/24/3354422

Appeal By

URBAN INNOVATION COMPANY (UIC) LTD

Site Address

Pavement opposite 152 West End Lane, (corner of Iverson Road)
London
NW6 2LJ
Grid Ref Easting: 525517
Grid Ref Northing: 184728

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 the impact on the Fortune Green and West Hampstead Neighbourhood Area.

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

Yes ☒ No ☐

Proximity of B510.

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 ☐

Please attach

5.b. A copy of the letter with which you notified people about the appeal.

☒ see 'Questionnaire Documents' section

5.c. A list of the people you notified.

☒ see 'Questionnaire Documents' section

5.d. For appeals not following the expedited written representations procedure the deadline you gave for their comments to be sent to us.

Deadline:

15/01/2025

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 ☐

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☒ see 'Questionnaire Documents' section

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 ☒

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 C5 C6 D1 D4 T1 G1

☒ see 'Questionnaire Documents' section

☒ 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;



☒ see 'Questionnaire Documents' section

☒ see 'Questionnaire Documents' section

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

2024/3459/A

Completed by

K Wujek

On behalf of

London Borough of Camden

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/H/24/3354422
Appeal By	URBAN INNOVATION COMPANY (UIC) LTD
Site Address	Pavement opposite 152 West End Lane, (corner of Iverson Road) London NW6 2LJ Grid Ref Easting: 525517 Grid Ref Northing: 184728

The documents listed below were uploaded with this questionnaire form:

- Relates to Section:** PART 2
Document Description: 5.b. A copy of the letter with which you notified people about the appeal.
File name: Notification (WR) kiosk o_s 152 WEL.pdf
- Relates to Section:** PART 2
Document Description: 5.c. A list of the people you notified.
File name: Notification distribution list.pdf
- Relates to Section:** PART 2
Document Description: 6.a. Details of other appeals or matters relating to the same site still being considered by us or the Secretary of State.
File name: Start Letter - 3354421 & 3354422 - 11 Dec 2024.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: Officer report - 2024 3448 P & 2024 3459 A.pdf
File name: Officer report - Appendices (A-G).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: C5 - Safety and Security.pdf
File name: C6 - Access for all.pdf
File name: D1 - Design.pdf
File name: D4 - Advertisements.pdf
File name: T1 - Prioritising Walking, Cycling and Public Transport.pdf
File name: G1 - Delivery and Location of Growth -Pages 1-6.pdf
File name: G1 - Delivery and Location of Growth -Pages 7-11.pdf
File name: G1 - Delivery and Location of Growth -Pages 12-18.pdf
File name: G1 - Delivery and Location of Growth -Pages 19-23.pdf
- Relates to Section:** PART 4
Document Description: 16.b. Extracts from any relevant statutory development plan policies.
File name: FG&WH Neighbourhood Plan (2015) full.pdf
File name: FG&WH Neighbourhood Plan, Adoption_Publication Statement.pdf
File name: FG&WH Neighbourhood Plan, Consultation Statement.pdf

File name:	FG&WH Neighbourhood Plan, Examiner's Report.pdf
File name:	FG&WH Neighbourhood Plan, SEA.pdf
File name:	FG&WH Neighbourhood Plan, Statement of Basic Conditions.pdf
Relates to Section:	PART 4
Document Description:	15.d. Extracts from any supplementary document.
File name:	Advertisements CPG March 2018.pdf
File name:	Amenity CPG January 2021.pdf
File name:	Transport CPG January 2021.pdf
File name:	Design CPG January 2021 - chapters 1, 2, 3.pdf
File name:	Design CPG January 2021 - chapter 7.pdf
File name:	Camden Streetscape Design Manual -Front Cover.pdf
File name:	Camden Streetscape Design Manual - Introduction.pdf
File name:	Camden Streetscape Design Manual -ch.1 Local Character.pdf
File name:	Camden Streetscape Design Manual -ch.2 Carriageway Details.pdf
File name:	Camden Streetscape Design Manual -ch.3 Footway Details.pdf
File name:	Camden Streetscape Design Manual -ch.4 Street Furniture.pdf
File name:	Camden Streetscape Design Manual -Index.pdf
File name:	Camden Streetscape Design Manual -Appendix.pdf
File name:	Camden Streetscape Design Manual -Back Cover.pdf
File name:	Pages from London Plan 2021 - Introducing the Plan.pdf
File name:	Pages from the_london_plan_2021 - policies D (Ch 3).pdf
File name:	Pages from the_london_plan_2021 - policies T (Ch 10).pdf
File name:	Pages from London Plan (2021) Glossary.pdf
File name:	Pages from London Plan (2021) Definitions.pdf
Relates to Section:	PART 4
Document Description:	16.f. An explanation of any substantive changes in the progress of the emerging plan if any Development Plan Document (DPD) or Neighbourhood Plan is relevant to this appeal.
File name:	Pages from Draft New Camden Local Plan 2024 v1 - cover & introduction.pdf
File name:	Pages from Draft New Camden Local Plan - Chapter 12 policies D.pdf
File name:	Pages from Draft New Camden Local Plan - Chapter 13 policies A.pdf
File name:	Pages from Draft New Camden Local Plan - Chapter 14 policies T.pdf
File name:	Pages from Draft New Camden Local Plan - West Camden.pdf
File name:	Pages from Draft New Camden Local Plan - Photo Copyright Schedule.pdf
Relates to Section:	PART 4
Document Description:	16.f. An explanation of any substantive changes in the progress of the emerging plan if any Development Plan Document (DPD) or Neighbourhood Plan is relevant to this appeal.
File name:	No Neighbourhood Plan emerging.docx
Relates to Section:	PART 4
Document Description:	16.i. Any other relevant information or correspondence you consider we should know about.
File name:	Professional Lighting Guide 05.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 INTRODUCTION.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART A.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART B.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART C.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART D.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E CONTENTS.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Carriageways.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Crossings.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Footway amenities.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E High quality

File name:	footways.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Kerbside activity.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Safety & functionality.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Street environment.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART E Transport interchanges.pdf
File name:	TfL streetscape guidance -4th edition-2022-revision-2 PART F & end.pdf
The documents listed below were already attached elsewhere with this questionnaire form:	
Completed by	Not Set
Date	13/12/2024 13:15:13
LPA	London Borough of Camden