

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 and consent to display advertisement(s). Town and Country Planning Act 1990 Town and Country Planning (Control of Advertisement) Regulations 2007

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.

1. Applicant N	ame, Address and Contact Details				
Title: Mr	First name: lan	Surname: Bea	asant		
Company name	Giant Bicycles (UK) Ltd				
Street address:	Charnwood Edge		Country Code	National Number	Extension Number
	Syston Road	Telephone number:			
	Cossington	Mobile number:			
Town/City	Leicester				
County:	Leicestershire	Fax number:			
Country:	UK	Email address:			
Postcode:	LE7 4UZ				
Are you an agent a	acting on behalf of the applicant?	⊖ No			
2. Agent Name	e, Address and Contact Details				
Title: Mr	First Name: Jonathan	Surname: We	therell		
Company name:	Whiteroom				
Street address:	Cottage Farm Barn		Country Code	National Number	Extension Number
	Old Milverton	Telephone number:		01926 888721	
		Mobile number:			
Town/City	Leamington Spa	Fax number:			
County:	Warwickshire				
Country:	United Kingdom	Email address:			
Postcode:	CV32 6SA	jon@whiteroomuk.com	ı		
3. Description	of the Proposal				
Please describe the	e proposed development including any change of use:				
We propose to cha signage above the	ange the existing entrance frontage of the retail unit, bringing the fertil entrance to include a rear illuminated sign.	frontage in line with the bu	ilding facade. \	We also propose to chang	e the existing
Has the building, v	vork or change of use already started? O Yes	• No			

4. Site Address	Details	`
Full postal address	of the site (including full postcode where available)	Description:
House:	75 Suffix:	
House name:	E Chamberlain & Son Ltd	
Street address:	Kentish Town Road	
Town/City:	London	
County:		
Postcode:	NW1 8NY	
	tion or a grid reference d if postcode is not known):	
Easting:	528941	
Northing:	184329	
5. Pre-applicat	ion Advice	
Has assistance or pr	rior advice been sought from the local authority about this application	on? Yes No
6. Pedestrian a	nd Vehicle Access, Roads and Rights of Way	
Is a new or altered v	vehicle access proposed to or from the public highway?	🔿 Yes 💿 No
ls a new or altered r	pedestrian access proposed to or from the public highway?	• Yes • No
	public roads to be provided within the site?	 No
	public rights of way to be provided within or adjacent to the site?	
Do the proposals re	equire any diversions/extinguishments and/or creation of rights of w	ay? () Yes () No
If you answered Yes	s to any of the above questions, please show details on your plans/d	rawings and state the reference of the plan(s)/drawings(s)
7. Waste Storag	ge and Collection	
	ge and Collection	
Do the plans incorp	porate areas to store and aid the collection of waste?	○ Yes ● No
Do the plans incorp	-	
Do the plans incorp Have arrangements	borate areas to store and aid the collection of waste? S been made for the separate storage and collection of recyclable wa	
Do the plans incorp Have arrangements 8. Authority En	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable wa nployee/Member	
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff	
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable wa nployee/Member Authority, I am:	
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member	ste? O Yes O No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff	ste? O Yes O No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member	ste? O Yes O No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member	ste? O Yes O No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member	ste? Yes No ply to you? Yes No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap materials (including type, colour and name) are to be used externally tion:	ste? Yes No ply to you? Yes No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i>	a been made for the separate storage and collection of recyclable was been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap naterials (including type, colour and name) are to be used externally tion: <i>ing</i> materials and finishes:	ste? Yes No ply to you? Yes No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra	a been made for the separate storage and collection of recyclable was been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap materials (including type, colour and name) are to be used externally tion: ing materials and finishes: mework is timber which is painted white	ste? Yes No ply to you? Yes No
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i>	a been made for the separate storage and collection of recyclable was been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap naterials (including type, colour and name) are to be used externally tion: <i>ing</i> materials and finishes:	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra	a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and be been been been been been been been	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra Doors - description Description of <i>existi</i>	a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and be a been made for the separate storage and finishes: a mework will be aluminium extrusion powder coated a mid grey coon and the separate storage and finishes: a been was a been	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate (d) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra Doors - description Description of <i>existi</i> Existing doorway is	a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and be been been been been been been been	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra Doors - description Description of <i>existi</i> Existing doorway is Description of <i>prop</i>	a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of recyclable was a been made for the separate storage and collection of the separate statements approximate statement of staff educate the separate statements and finishes: a mework will be aluminium extrusion powder coated a mid grey coon n : fing materials and finishes: fing materials and	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra Description of <i>existi</i> Existing doorway is Description of <i>prop</i> New doorway will b Are you supplying a	a been made for the separate storage and collection of recyclable water a been made for the separate storage and collection of recyclable water anployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap materials (including type, colour and name) are to be used externally oftion: ing materials and finishes: mework is timber which is painted white osed materials and finishes: amework will be aluminium extrusion powder coated a mid grey co n: ing materials and finishes: timber framed with glazing infill osed materials and finishes: timber framed with glazing infill osed materials and finishes: te aluminium framework with clear laminated safety glass infill additional information on submitted plan(s)/drawing(s)/design and	ste? Yes No ply to you? Yes No (if applicable):
Do the plans incorp Have arrangements 8. Authority En With respect to the (a) a me (b) an el (c) relate (d) relate 9. Materials Please state what m Windows - descrip Description of <i>existi</i> Existing window fra Description of <i>prop</i> The new window fra Description of <i>existi</i> Existing doorway is Description of <i>prop</i> New doorway will b Are you supplying a	borate areas to store and aid the collection of waste? s been made for the separate storage and collection of recyclable was nployee/Member Authority, I am: mber of staff lected member ed to a member of staff ed to an elected member Do any of these statements ap Do any of these statements ap naterials (including type, colour and name) are to be used externally tion: ing materials and finishes: unework is timber which is painted white osed materials and finishes: amework will be aluminium extrusion powder coated a mid grey co n: ing materials and finishes: timber framed with glazing infill osed materials and finishes: te aluminium framework with clear laminated safety glass infill additional information on submitted plan(s)/drawing(s)/design and references for the plan(s)/drawing(s)/design and access statement:	ste? Yes No ply to you? Yes No (if applicable):

10. Vehicle Parking					
Please provide information on the existing and proposed	number of on-site parking spaces:				
Type of vehicle	Existing number	Total proposed (including spaces	Difference in		
	of spaces	retained)	spaces		
Cars Light goods vehicles/public carrier vehicles	0	0	0		
Motorcycles	0	0	0		
Disability spaces	0	0	0		
Cycle spaces	10	10	0		
Other (e.g. Bus)	0	0	0		
Short description of Other	0	U	0		
11. Foul Sewage					
Please state how foul sewage is to be disposed of:					
Mains sewer	Package treatment plant] Unknown			
Septic tank	Cess pit]			
Other					
Are you proposing to connect to the existing drainage sy	stem? C Yes •	No 🔿 Unknown			
12. Assessment of Flood Risk					
Is the site within an area at risk of flooding? (Refer to the Environment Agency's Flood Map showing flood zones 2 and 3 and consult Environment Agency standing advice and your local planning authority requirements for information as necessary.)					
If Yes, you will need to submit an appropriate flood risk a	If Yes, you will need to submit an appropriate flood risk assessment to consider the risk to the proposed site.				
Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)? O Yes					
Will the proposal increase the flood risk elsewhere?					
How will surface water be disposed of?					
Sustainable drainage system	Main sewer	Ponc	I/lake		
Soakaway	Existing watercourse				
	-				
13. Biodiversity and Geological Conservation	on				
To assist in answering the following questions refer to the or geological conservation features may be present or ne			od that any important biodiversity		
Having referred to the guidance notes, is there a reasona on land adjacent to or near the application site:	ble likelihood of the following being a	affected adversely or conserved and enha	anced within the application site, OR		
a) Protected and priority species					
○ Yes, on the development site ○ Yes, o	n land adjacent to or near the propos	ed development	• No		
b) Designated sites, important habitats or other biodivers	sity features				
	n land adjacent to or near the propos	ed development	• No		
c) Features of geological conservation importance					
○ Yes, on the development site ○ Yes, o	n land adjacent to or near the propos	ed development	No		
14. Existing Use					
Please describe the current use of the site:					
Retail unit used as a bicycle store					
-	No				
Does the proposal involve any of the following? If yes, you will need to submit an appropriate contaminat		L			
Land which is known to be contaminated?	Yes 💿 No				
Land where contamination is suspected for all or part of t	the site? Yes	No			
A proposed use that would be particularly vulnerable to	the presence of contamination?	🔿 Yes 💿 No			

15. Trees and Hedges					
Are there trees or hedges on the propose	ed development site?	O Yes (No		
And/or: Are there trees or hedges on lan			could influence the		
development or might be important as p		-		Yes No	
				planning authority. If a Tree Survey is required, this clear on its website what the survey should cor	
accordance with the current 'BS5837: Tre					
					$ \longrightarrow$
16. Trade Effluent					
Does the proposal involve the need to d	ispose of trade effluent	s or waste?	⊖ Yes	No	
17. Residential Units					
Does your proposal include the gain or le	oss of residential units?	⊖ Ye	s 💿 No		
18. All Types of Development:	Non-residential F	loorspace			
Does your proposal involve the loss, gair		•		Yes No	
	Tor change of use of the			🔿 Yes 💿 No	
19. Employment					
If known, please complete the following	information regarding	employees.			
	Full-time	Part-time		Equivalent number of full time	
Existing employees	0	0		Equivalent number of full-time	
Proposed employees	0	0		0	
20. Hours of Opening					
If known, please state the hours of openi	ing for each non-reside	ntial use proposed:			
Use Monday to Frid	ау	Saturday		Sunday and Bank Holidays	Not
Start Time En	d Time	Start Time E	ind Time	Start Time End Time	Known
21. Site Area					
What is the site area?	I	1			
What is the site area? 200	hectares				
22. Industrial or Commercial P	rocesses and Mac	hinerv			
		-	and products inclus	ling plant ventilation or air conditioning. Diseas	include the
type of machinery which may be installe		ned out on the site and the	ena products incluc	ding plant, ventilation or air conditioning. Please	include the
The unit will be a retail store selling bicycles					
Is the proposal for a waste management development? O Yes O No					
23. Hazardous Substances					
	ropocal?				
Is any hazardous waste involved in the p	roposal?	C Yes 💿 No			
24. Type of Proposed Advertise	ement(s)				
Please describe the proposed advertisen	nent(s):				
Replacing existing fascia board and 2 projecting signs with same size signage. Fascia logo to be rear illuminated.					
How many of the following type of advertisements are you applying for?					
Fascia sign(s) 1 Project	ting or hanging sign(s)	2	Hoarding(s) 0	Other 0	
25. Location of Advertisement	t(s)				
		0	O		
Is the advertisement(s) you are applying	for already in place?	C Yes	No		
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? • Yes • No • Not Applicable					
Is an existing advertisement(s) to be rem		he advertisement(s) in this	proposal?	Yes No Not Appendix Not Appe	oplicable
-	loved and replaced by t			Yes No Not Age the references for the drawing(s) or photograph	
-	loved and replaced by t				
-	noved and replaced by t w the existing sign(s) o	n an elevation drawing or	photograph and state		

26. Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From: 10/03/2014 To: 10/03/2024
27. Interest in the Land
Does the applicant own the land or buildings where the adverts are to be placed?
If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?
28 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertisement (in metres)? 3.000 m
What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m
What are the dimensions of the proposed advertisement?Height:0.800xWidth:9.680xDepth:0.125metres
What materials will the sign be made of?
Custom made fascia to be manufactured to fit full width of facade. Back panel to be shallow folded 2mm aluminium back fascia stove enameled blue. Logo and letters satin stainless steel letters with 70mm returns. Stood off from back panel by 25mm to give halo illumination using white LED's.
What is the maximum height of any of the individual letters and symbols (in centimetres)? 25.000 cm
The colour of text and background:
Text to be silver and the background is a mid-blue colour
Will the sign be illuminated? (Yes No
Will the sign be illuminated internally or externally?
Illuminance Levels: cd/m
Will the illumination be static or intermittent? Intermittent Intermittent Intermittent
28 (b). Details of Proposed Advertisement(s) - Hanging Sign
What is the height from the ground to the base of the advertisement (in metres)? 3.000 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.750 × Width: 0.120 × Depth: 0.750 metres
What materials will the sign be made of?
Folded aluminium panels with fret cut lettering infilled with opal acrylic. Panel to be blue and white
What is the maximum height of any of the individual letters and symbols (in centimetres)? 12.000
The colour of text and background:
White opal and blue acrylic text on a blue and white background
Will the sign be illuminated? (Yes No
Will the sign be illuminated internally or externally? Internally Externally
Illuminance Levels: cd/m
Will the illumination be static or intermittent? Intermittent Intermittent Intermittent

28 (b). Details of Proposed Advertisement(s) - Hanging Sign			
What is the height from the ground to the base of the advertisement (in metres)? 3.000 m			
What is the maximum projection of the advertisement from face of building (in metres)? 0.750			
What are the dimensions of the proposed advertisement? Height: 0.750 X Width: 0.120 X Depth: 0.750			
What materials will the sign be made of?			
Folded aluminium panels with fret cut lettering infilled with opal acrylic. Panel to be blue and white			
What is the maximum height of any of the individual letters and symbols (in centimetres)? 12.000			
The colour of text and background:			
White opal and blue acrylic text on a blue and white background			
Will the sign be illuminated?			
Will the sign be illuminated internally or externally? Internally Externally 			
Illuminance Levels: cd/m			
Will the illumination be static or intermittent?			
29. Site Visit			
29. Site visit			
Can the site be seen from a public road, public footpath, bridleway or other public land?			
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)			
The applicant Other person			
30. Certificates (Certificate B)			
Certificate of Ownership - Certificate B			
Town and Country Planning (Development Management Procedure) (England) Order 2010 Certificate under Article 12			
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 (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and/or agricultural tenant ("agricultural tenant" has the owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and/or agricultural tenant ("agricultural tenant" has the owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and/or agricultural tenant ("agricultural tenant" has the owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and/or agricultural tenant ("agricultural tenant" has the owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and or agricultural tenant ("agricultural tenant" has the owner owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) and or agricultural tenant ("agricultural tenant" has the owner ow			
meaning given in section 65(8) of the Town and Country Planning Act 1990) of any part of the land or building to which this application relates.			
Owner/Agricultural Tenant Date notice served			
Name Steve Chamberlaine			
Number: 29 Suffix:			
Street: Main Road			
Locality: Drayton Parslow 10/01/2014			
Town: Milton Keynes			
Postcode: MK17 0JR			
Title: Mr First name: Jon Surname: Wetherell			
Person role: Agent Declaration date: 10/01/2014 Declaration made			
31. Declaration			
31. Declaration			
31. Declaration I/we hereby apply for planning permission/consent as described in this form 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.			