

Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

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For office use
Date
Payee
App. No. Fee

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 Name, Address and Contact Details

Title:	Mr	First name:	Spencer	Surname:	Craig	
Company name:	Healthy Retail Ltd					
Street address:	39 Beak Street			Country Code	National Number	Extension Number
				Telephone number:		
				Mobile number:		
Town/City:	London			Fax number:		
County:				Email address:		
Country:	UK					
Postcode:	W1F 9SA					
Are you an agent acting on behalf of the applicant? <input checked="" type="radio"/> Yes <input type="radio"/> No						

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Jonathan	Surname:	Orchard	
Company name:	The Fruitful Design Consultancy Ltd					
Street address:	Unit 5 Chiltern House			Country Code	National Number	Extension Number
	Waterside			Telephone number:	01494 771512	
				Mobile number:	07968 028019	
Town/City:	Chesham			Fax number:		
County:	Buckinghamshire			Email address:		
Country:	United Kingdom					
Postcode:	HP5 1PS			jmo@befruitful.co.uk		

3. Description of the Proposal

Please describe the proposed development including any change of use:

Erection of fascia signage panel with internally illuminated stand off letters and internally illuminated projecting sign over shopfront on Shaftesbury Avenue. Cladding to low level panel with inset menu display.
Installation of air conditioning condensers within obscured plant area on 8th floor roof level. Installation of air intake grill to recessed doorway at ground floor level on New Compton Street facade in conjunction with air handling equipment within retail space.

Has the building, work or change of use already started? ☐ Yes ☒ No

4. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text" value="151"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Ground Floor Retail Unit, Shaftesbury House"/>		
Street address:	<input type="text" value="Shaftesbury Avenue"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="WC2H 8AL"/>		

Description of location or a grid reference
(must be completed if postcode is not known):

Easting:	<input type="text" value="530010"/>
Northing:	<input type="text" value="181188"/>

Description:

5. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

6. Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicle 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

7. Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?

☒ Yes ☐ No

If Yes, please provide details:

Have arrangements been made for the separate storage and collection of recyclable waste?

☒ Yes ☐ No

If Yes, please provide details:

8. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

9. Materials

Please state what materials (including type, colour and name) are to be used externally (if applicable):

Walls - description:

Description of *existing* materials and finishes:

Description of *proposed* materials and finishes:

9. (Materials continued)

Are you supplying additional information on submitted plan(s)/drawing(s)/design and access statement? ☒ Yes ☐ No

If Yes, please state references for the plan(s)/drawing(s)/design and access statement:

P.0412.01 Shaftesbury Avenue Elevation Existing @ 1:100
P.0412.02 Shaftesbury Avenue Elevation Proposed @ 1:100
P.0412.03 Shaftesbury Avenue Elevation Proposed including Signage details @ 1:50
P.0412.14 Air Conditioning and Ventilation Plan - Ground Floor
P.0412.15 Air Conditioning - 8th Floor roof plan
P.0412.40 Site Plan
P.0412.41 Block Plan
QF7144/PF4623/RP1 Noise level survey and acoustic report
P0412.42 Access Statement

10. Vehicle Parking

Please provide information on the existing and proposed number of on-site parking spaces:

Type of vehicle	Existing number of spaces	Total proposed (including spaces retained)	Difference in spaces
Cars	0	0	0
Light goods vehicles/public carrier vehicles	0	0	0
Motorcycles	0	0	0
Disability spaces	0	0	0
Cycle spaces	0	0	0
Other (e.g. Bus)	0	0	0
Short description of Other			

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 system? ☐ 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.) ☐ Yes ☒ No

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)? ☐ Yes ☒ No

Will the proposal increase the flood risk elsewhere? ☐ Yes ☒ No

How will surface water be disposed of?

☐ Sustainable drainage system ☒ Main sewer ☐ Pond/lake
☐ Soakaway ☐ Existing watercourse

13. Biodiversity and Geological Conservation

To assist in answering the following questions refer to the guidance notes for further information on when there is a reasonable likelihood that any important biodiversity or geological conservation features may be present or nearby and whether they are likely to be affected by your proposals.

Having referred to the guidance notes, 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:

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

14. Existing Use

Please describe the current use of the site:

A1 Retail space

Is the site currently vacant? ☒ Yes ☐ No

If Yes, please describe the last use of the site:

Prior to change of use it is understood that the site was B1 and that the change of use was granted 17/03/2010 with amendment granted 24/05/2010 - ref 2010/1768/P

When did this use end (if known) (DD/MM/YYYY)?

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

15. 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 your local planning authority. If a Tree Survey is required, this and the accompanying plan should be submitted alongside your application. Your local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to construction - Recommendations'.

16. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or waste? ☐ Yes ☒ No

17. Residential Units

Does your proposal include the gain or loss of residential units? ☐ Yes ☒ No

18. All Types of Development: Non-residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace? ☐ 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	0
Proposed employees	8	8	12

20. Hours of Opening

If known, please state the hours of opening for each non-residential use proposed:

Use	Monday to Friday		Saturday		Sunday and Bank Holidays		Not Known
	Start Time	End Time	Start Time	End Time	Start Time	End Time	
A1	7.30am	5.30pm	10.30am	5.30pm			<input type="checkbox"/>

21. Site Area

What is the site area?

22. Industrial or Commercial Processes and Machinery

Please describe the activities and processes which would be carried out on the site and the end products including plant, ventilation or air conditioning. Please include the type of machinery which may be installed on site:

A1 Retail of food.
Ventilation and air conditioning to areas of the ground floor retail unit all as indicated on drawing P.0412.14 with external air conditioning condensers located within the 8th floor plant area as indicated on drawing P.0412.15
Air conditioning by way of ceiling mounted cassette units. Ventilation by way of ceiling mounted grills. System to include Mitsubishi Lossnay energy recovery unit.

Is the proposal for a waste management development? ☐ Yes ☒ No

23. Hazardous Substances

Is any hazardous waste involved in the proposal? ☐ Yes ☒ No

24. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Fascia sign over retail shopfront as detailed in drawings P.0412.01 & 02. The main fascia sign will comprise powder coated aluminium tray with inset oak weather board. Over fixed on this panel are internally illuminated letters reading 'PURE' fabricated in stainless steel and spray finished grey with front face in opal acrylic. The individual letter faces will be internally illuminated by way of cool white LED's
To the RHS of the fascia a double sided projecting sign fabricated in stainless steel with fret cut face to read 'PURE' and 'MADE FOR YOU' on both faces. Bracket to be spray finished in grey and signage panels to be spray finished in purple to match Pantone 2425U. Internally illumination by way of fluorescent lamps.

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

25. 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

26. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: To:

27. 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

28 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?

Stainless steel frame work spray finished with inset oak weatherboard panel. Each letter to be built up with 60mm returns in descaled stainless steel and painted grey. The fa

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and 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? ☒ Static ☐ 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)?

2.600

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.850

m

What are the dimensions of the proposed advertisement?

Height:

0.660

 x Width:

0.800

 x Depth:

0.100

metres

What materials will the sign be made of?

Descaled stainless steel panels with fret cut faces to read 'PURE' and 'Made for you' backed in opal acylic and intenally illuminated by way of cool white fluorescent tubes. Pro

What is the maximum height of any of the individual letters and symbols (in centimetres)?

19.000

cm

The colour of text and background:

White acylic letters cut out of Purple (to match Pantone 2425U) panel

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

200.000

cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

29. 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? (Please select only one)

☒

 The agent

☐

 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*) of any part of the land or building to which this application relates.

Notice recipient	Date notice served
<div><div>Name</div><div>Royal London c/o Capita Symonds</div><div>Number: <div>125</div> Suffix: <div></div></div><div>Street: <div>Shaftesbury Avenue</div></div><div>Locality: <div></div></div><div>Town: <div>London</div></div><div>Postcode: <div>WC2H 8AD</div></div></div>	<div><div>19/06/2012</div></div>

Title:

Mr

 First name:

Jonathan

 Surname:

Orchard

Person role:

Agent

 Declaration date:

19/06/2012

☒

 Declaration made

30. Certificates (Agricultural Land Declaration)

Agricultural Land Declaration

Town and Country Planning (Development Management Procedure) (England) Order 2010 Certificate under Article 12

Agricultural Land Declaration - You Must Complete Either A or B

(A) None of the land to which the application relates is, or is part of an agricultural holding.

☒

(B) I have/The applicant has given the requisite notice to every person other than myself/the applicant who, on the day 21 days before the date of this application, was a tenant of an agricultural holding on all or part of the land to which this application relates, as listed below:

☐

If any part of the land is an agricultural holding, of which the applicant is the sole tenant, the applicant should complete part (B) of the form by writing 'sole tenant - not applicable' in the first column of the table below

Title:

Mr

 First Name:

Jonathan

 Surname:

Orchard

Person role:

Agent

 Declaration date:

19/06/2012

☒

 Declaration Made

31. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

☒

Date

19/06/2012

Ref: 09: 2309 Planning Portal Reference: