

Planning Services
Camden Town Hall
Argyle Street
London WC1H 8EQ

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Telephone : 020 7974 1911
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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:	Arif	Surname:	Jivraj
Company name:	Hillcrest Ltd				
Street address:	117 Finchley Road		Telephone number:	Country Code	National Number
	Swiss Cottage				Extension Number
			Mobile number:		
Town/City:	London		Fax number:		
County:			Email address:		
Country:					
Postcode:	NW3 6HY				
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:	Christopher	Surname:	Maidment
Company name:	Analytica Business Solutions				
Street address:	42 Highfield Drive		Telephone number:	Country Code	National Number
					Extension Number
			Mobile number:		
Town/City:	Hurstpierpoint		Fax number:		
County:	West Sussex		Email address:		
Country:	United Kingdom				
Postcode:	BN6 9AU		christopher@analyticabusiness.com		

3. Description of the Proposal

Please describe the proposed development including any change of use:

Change of use from A3 to A5 (former Pizza Hut takeaway), and associated fascia and projecting sign. (Proposal is for a replacement for the KFC currently at 117 Finsbury Road.)

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="149"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="FINCHLEY ROAD"/>		
	<input type="text" value="Swiss Cottage"/>		
Town/City:	<input type="text" value="LONDON"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 6JH"/>		

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

Easting:	<input type="text" value="526589"/>
Northing:	<input type="text" value="184378"/>

Description:

149 Finchley Road is the ground floor and basement of the block known as Centre Heights.

5. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title: <input type="text" value="Mr"/>	First name: <input type="text" value="Adrian"/>	Surname: <input type="text" value="Malcolm"/>
Reference: <input type="text" value="7334928"/>		
Date (DD/MM/YYYY): <input type="text" value="07/10/2011"/>	(Must be pre-application submission)	

Details of the pre-application advice received:

Pre-application meeting was also attended by Monica Mulowoza (EHO), who also attended site visit (1210/2011). Preferred option for extraction plant in Basement, discharging to pre-existing low level. Acoustic report required to demonstrate impact on residential areas. Asked to clearly demonstrate adherence to relevant planning guidance especially relating to concentration of A5. Also to clearly note this site represents a replacement store store for the current KFC site at 117 Finchley Road. Request for contact details of LPA in which plasma ozone technology is in use. All this advice has been strictly followed and implemented in this application.

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

Is a new or altered vehicle access proposed to or from the public highway?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Is a new or altered pedestrian access proposed to or from the public highway?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Are there any new public roads to be provided within the site?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Are there any new public rights of way to be provided within or adjacent to the site?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Do the proposals require any diversions/extinguishments and/or creation of rights of way?	<input type="radio"/> Yes <input checked="" type="radio"/> 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):

9. (Materials continued)

Walls - description:

Description of *existing* materials and finishes:

Concrete and brick

Description of *proposed* materials and finishes:

As existing

Roof - description:

Description of *existing* materials and finishes:

Concrete and Paving Stone

Description of *proposed* materials and finishes:

As Existing

Windows - description:

Description of *existing* materials and finishes:

Shopfront - coated Red Aluminium glazed

Description of *proposed* materials and finishes:

Shopfront – Powder coated aluminium frames finished in Silver to RAL: 9006
Laminated safety glass

Doors - description:

Description of *existing* materials and finishes:

Alluminium red coated glazed

Description of *proposed* materials and finishes:

Front:Powder coated aluminium finished in Bronze REF XDKC038 - Laminated safety glass – Contrasting Red push handle and applied frosted graphic to glazing.
Rear:
As existing

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:

Plans and Drawings:
2054-01C Existing Plan
2054-02H Proposed Plan
2054-03F Proposed Plan with Ductwork
2054-04F Mechanical Services Plan
2054-05B Existing Roof Plan
2054-06 Existing Elevations
2054-07B Proposed Elevations
2054 08B Shopfront Elevations
2054-09A Proposed Roof Plan
2054-10B Site Location Plan
2054-11A Site Block Plan
Supporting Documents:
PS 149 FR Planning Statement
DAS 149 FR Design & Access Statement
MSP 149 FR Mechanical Services Plan
3119_28a_Final LR Acoustic Report
2054-10A Site Location Plan (Acoustic Proximity)

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	1	1	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	<input checked="" type="checkbox"/>	Package treatment plant	<input type="checkbox"/>	Unknown	<input type="checkbox"/>
Septic tank	<input type="checkbox"/>	Cess pit	<input type="checkbox"/>		
Other	<input type="text"/>				

Are you proposing to connect to the existing drainage system? ☒ Yes ☐ No ☐ Unknown

If Yes, please include the details of the existing system on the application drawings and state references for the plan(s)/drawing(s):

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?

<input type="checkbox"/> Sustainable drainage system	<input type="checkbox"/> Main sewer	<input type="checkbox"/> Pond/lake
<input type="checkbox"/> Soakaway	<input type="checkbox"/> 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:

Current class is A3

Is the site currently vacant? ☒ Yes ☐ No

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

Formerly "Coffee Beans" store / Costa Coffee / Pizza Hut

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

Use class/type of use		Existing gross internal floorspace (square metres)	Gross internal floorspace to be lost by change of use or demolition (square metres)	Total gross new internal floorspace proposed (including changes of use) (square metres)	Net additional gross internal floorspace following development (square metres)
A1	Shops Net Tradable Area	0.0	0.0	0.0	0.0
A2	Financial and professional services	0.0	0.0	0.0	0.0
A3	Restaurants and cafes	295.0	0.0	0.0	0.0
A4	Drinking establishments	0.0	0.0	0.0	0.0
A5	Hot food takeaways	0.0	0.0	295.0	295.0
B1 (a)	Office (other than A2)	0.0	0.0	0.0	0.0
B1 (b)	Research and development	0.0	0.0	0.0	0.0
B1 (c)	Light industrial	0.0	0.0	0.0	0.0
B2	General industrial	0.0	0.0	0.0	0.0
B8	Storage or distribution	0.0	0.0	0.0	0.0
C1	Hotels and halls of residence	0.0	0.0	0.0	0.0
C2	Residential institutions	0.0	0.0	0.0	0.0
D1	Non-residential institutions	0.0	0.0	0.0	0.0
D2	Assembly and leisure	0.0	0.0	0.0	0.0
Other	Please Specify	0.0	0.0	0.0	0.0
Total		295.0	0.0	295.0	295.0

For hotels, residential institutions and hostels, please additionally indicate the loss or gain of rooms:

Use Class	Types of use	Existing rooms to be lost by change of use or demolition	Total rooms proposed (including changes of use)	Net additional rooms
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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	11	8	14

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	
A3	10:00:00	01:00:00	10:00:00	01:00:00	10:00:00	01:00:00	<input type="checkbox"/>
A5	10:00:00	01:00:00	10:00:00	01:00:00	10:00:00	01:00:00	<input type="checkbox"/>

21. Site Area

What is the site area?

167.41

sq.metres

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:

Please refer to Mechanical Services Plan and Drawings:
2054-03F Proposed Plan with Ductwork
2054-04F Mechanical Services
2054-09A Proposed Roof Plan

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):

Replacement Fascia and replacement projecting sign

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Drawings:
Existing Elevations 2054-06 A1
Shopfront Elevations 2054 08B A3
Block Plan 2054-11A A3
See also Supporting Documents:
PS 1 - Planning Statement: Section 2
DAS 2 - Design and Access Statement – Sections 1, 3 and 5.

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?

Powder coated aluminium with individual white acrylic Internal Illumination letters and 'Colonel' Box Sign.

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

The colour of text and background:

Background red (RAL3001) Lettering White.

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)?

2.4

m

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

0.84

m

What are the dimensions of the proposed advertisement?

Height:

0.80

 x Width:

0.84

 x Depth:

0.15

metres

What materials will the sign be made of?

Powder coated aluminium outer frame with acrylic inset panel

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

80

cm

The colour of text and background:

Red background with black and white 'Colonel' graphic

Will the sign be illuminated?

☒ Yes

☐ No

Will the sign be illuminated internally or externally?

☒ Internally

☐ Externally

Illuminance Levels:

250

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>c/o Daniel Mead, BTWShiells</div><div>Number: <div>5</div> Suffix: <div></div></div><div>Street: <div>Conduit Street</div></div><div>Locality: <div></div></div><div>Town: <div>London</div></div><div>Postcode: <div>W15 2XD</div></div></div>	<div><div>18/11/2011</div></div>

Title:

Mr

 First name:

Christopher

 Surname:

Maidment

Person role:

Agent

 Declaration date:

21/11/2011

☒ 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:

Christopher

 Surname:

Maidment

Person role:

Agent

 Declaration date:

21/11/2011

☐ 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

23/11/2011