

Planning Services Camden Town Hall Argyle Street

London WC1H 8EQ

Email (enquiries only): env.devcon@camden.gov.uk

Telephone : 020 7974 1911 Fax

: 020 7974 5713

For office use

Payee App. No.

Date

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.

Title: Mr	First name:	Arif		Surname:	Jivraj		
Company name	Hillcrest Ltd						
Street address:	117 Finchley Road				Country Code	National Number	Extension Number
	Swiss Cottage			Telephone number:			
				Mobile number:			
Town/City	London						
County:				Fax number:			
Country:				Email address:			
Postcode:	NW3 6HY						
2. Agent Nam	e, Address and C	Contact Details					
Title: Mr	First Name:	Christopher		Surname:	Maidment		
Company name:	Analytica Business	Solutions					
Street address:	42 Highfield Drive				Country Code	National Number	Extension Number
				Telephone number:		01273 834 765	
				Mobile number:		07761772331	
Town/City	Hurstpierpoint			Fax number:			
County:	West Sussex						
Country:	United Kingdom			Email address:			
Postcode:	BN6 9AU			christopher@analyti	icabusiness.com		
3. Description	of the Proposal						
Please describe th	e proposed developn	nent including any change	e of use:				
				ojecting sign. (Proposa	al is for a replace	ment for the KFC currently	at 117 Finsbury
Has the building, v	vork or change of use	e already started?		No			

4. Site Addres	s Detail	S				
Full postal addres	s of the site	e (including	full postcode whe	e available)	_	Description:
House:	149		Suffix:			149 Finchley Road is the ground floor and basement of the block known as Centre Heights.
House name:						noights.
Street address:	FINCHLE	Y ROAD				
	Swiss Co	ottage				
Town/City:	LONDO	V				
County:						
Postcode:	NW3 6JI	1				
Description of loc (must be complet						
Easting:		526589				
Northing:	ĺ	184378				
E Dro applies	tion Ad	rioo.				
5. Pre-applica			ht from the local a	uthority ob	out this applicati	on? G. Voc. G. No.
Has assistance or		, and the second		•		
If Yes, please com	plete the f	ollowing info	ormation about the	e advice you	ı were given (this	s will help the authority to deal with this application more efficiently):
Officer name:		_				
Title: Mr	Firs	t name:	Adrian			Surname: Malcolm
Reference:	7:	334928				
Date (DD/MM/YY)	Y): 0	7/10/2011	(Must b	e pre-applio	cation submission	n)
Details of the pre-	application	advice rece	ived:			
discharging to pre guidance especial	e-existing lo lly relating	ow level. Acc to concentra	oustic report requi ation of A5. Also to	red to demo	onstrate impact c e this site represe	ded site visit (1210/2011). Preferred option for extraction plant in Basement, on residential areas. Asked to clearly demonstrate adherence to relevant planning ents a replacement store store for the current KFC site at 117 Finchley Road. dvice has been strictly followed and implemented in this application.
6. Pedestrian					_	
Is a new or altered	d vehicle ac	cess propos	ed to or from the p	oublic highv	vay?	Yes No
Is a new or altered	d pedestria	n access pro	posed to or from t	he public hi	ghway?	Yes No
Are there any new	public roa	ids to be pro	vided within the s	ite?	Yes	No
Are there any new	public rig	hts of way to	be provided with	in or adjace	nt to the site?	
Do the proposals	require any	diversions/	extinguishments a	ınd/or creat	ion of rights of w	ray? Yes • No
7. Waste Stor	age and	Collectio	n			
Do the plans inco				on of waste	7	Yes No
If Yes, please prov	•		na ala trio concett	orr or wasto	•	
See Design and Ad Sections 9 and 11						
Have arrangemen	its been ma	ade for the s	eparate storage ar	d collection	of recyclable wa	aste?
If Yes, please prov	ide details					
See Design and A Sections 9 and 11	ccess State	ment				
8. Authority E	mnlove	e/Membe	r			
-			•			
With respect to th (a) a m	e Authorit					
` '	elected me	ember ember of sta	ff			
, ,		elected men	iber	n any of the	se statements ap	only to you? Ves G No
			U	o arry or trie	20 2tatetHeHI2 d∤	pply to you? Yes (No
9. Materials						
Please state what	materials (including ty	oe, colour and nar	ne) are to be	e used externally	(if applicable):

Q (Materials continued)
9. (Materials continued)
Walls - description:
Description of <i>existing</i> materials and finishes:
Concrete and brick
Description of <i>proposed</i> materials and finishes:
As existing
Roof - description:
Description of <i>existing</i> materials and finishes:
Concrete and Paving Stone
Description of <i>proposed</i> materials and finishes:
As Existing
Windows - description:
Description of <i>existing</i> materials and finishes:
Shopfront - coated Red Aluminium glazed
Description of <i>proposed</i> materials and finishes:
Shopfront – Powder coated aluminium frames finished in Silver
to RAL: 9006 Laminated safety glass
Doors - description: Description of <i>existing</i> 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
2054-041 Mechanical services Harr
2054-06 Existing Elevations
2054-07B Proposed Elevations
2054 08B Shopfront Elevations
2054-09A Proposed Roof Plan 2054-10B Site Location Plan
2054-10B Site Elocation Flair
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	\boxtimes	Package treatment plant		Unknown	
Septic tank		Cess pit			
Other					
Are you proposing to connect to	o the existing drainage sy	ystem? • Yes	O No	Unknown	
If Yes, please include the details	of the existing system or	n the application drawings and	state reference	s for the plan(s)/drawing(s):	
12. Assessment of Flood					
Is the site within an area at risk of flood zones 2 and 3 and consult requirements for information as	Environment Agency sta			Yes No	
If Yes, you will need to submit a	n appropriate flood risk a	assessment to consider the risk	to the propose	d site.	
Is your proposal within 20 metro	es of a watercourse (e.g. r	iver, stream or beck)?	\circ	Yes No	
Will the proposal increase the fl	ood risk elsewhere?				
How will surface water be dispo	sed of?				
Sustainable drainage s	ystem	Main sewer		Pond/lake	
Soakaway		Existing waterco	ourse		
13. Biodiversity and Geo	ological Conservati	on			
To assist in answering the follow or geological conservation featu				hen there is a reasonable likelihood that any d by your proposals.	important biodiversity
Having referred to the guidance on land adjacent to or near the		able likelihood of the following	being affected	adversely or conserved and enhanced within	the application site, OR
a) Protected and priority species	s				
Yes, on the development s	Yes, c	on land adjacent to or near the p	oroposed deve	lopment No	
b) Designated sites, important h	nabitats or other biodiver	sity features			
Yes, on the development s	ite Yes, c	on land adjacent to or near the p	oroposed deve	lopment No	
c) Features of geological conser	vation importance				
Yes, on the development s	ite Yes, c	on land adjacent to or near the p	oroposed deve	opment No	
14. Existing Use					
Please describe the current use	of the site:				
Current class is A3		O No			
Is the site currently vacant? If Yes, please describe the last us	Yes se of the site:	○ No			
Formerly "Coffee Beans" store /					
When did this use end (if known Does the proposal involve any o	of the following?	01/11/2011			
If yes, you will need to submit a Land which is known to be cont	_		ication.		
Land which is known to be cont Land where contamination is su		_	es 🕟 No		
A proposed use that would be p				○ Yes ● No	
15. Trees and Hedges					
Are there trees or hedges on the			No		
And/or: Are there trees or hedged development or might be impo			nat could influe	rnce the Yes No	
If Yes to either or both of the ab	ove, you <u>may</u> need to pro submitted alongside your	ovide a full Tree Survey, at the crapplication. Your local plannin	ig authority sho	ur local planning authority. If a Tree Survey is ould make clear on its website what the surve	

Does the	e proposal involve	the need to	dispose of trade	effluents	or waste?		C Yes	No				
17. Res	sidential Unit	S										
Does you	ur proposal includ	e the gain or	loss of resident	ial units?	\circ	Yes N	lo					
18 AII	Types of Deve	elonment	Non-reside	ential Fl	oorspace							
		-			n-residential floorspa	ce?		• Yes No	0			
	a. p. op ood	1000; ga	5. 5			Gro	SS					
Use class/type of use				existing gross internal floorspace quare metres)	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 additio internal flo following de (square r	oorspace velopment		
A1	A1 Shops Net Tradable Area				0.0		0.0	0.0			0.0	
A2	Financial a	nd profession	nal services		0.0		0.0		0.0		0.0	
A3	Rest	aurants and	cafes		295.0		0.0		0.0		0.0	
A4	Drink	ing estabishr	nents		0.0		0.0		0.0		0.0	
A 5	Hot	food takeaw	rays		0.0		0.0		295.0		295.0	
B1 (a)	Offic	ce (other thar	n A2)		0.0		0.0	0.0			0.0	
B1 (b)	Researc	ch and develo	pment		0.0		0.0		0.0		0.0	
B1 (c)	L	ight industria	al		0.0		0.0		0.0		0.0	
B2	Ge	eneral industr	ial		0.0		0.0	0.0			0.0	
B8	Stora	age or distrib	ution		0.0			0.0			0.0	
C1	Hotels a	and halls of re	sidence		0.0		0.0		0.0		0.0	
C2	Resid	dential institu	tions		0.0		0.0		0.0		0.0	
D1	Non-re	sidential inst	tutions		0.0		0.0	0.0			0.0	
D2	Asse	embly and lei	sure		0.0						0.0	
Other	I	Please Specif	/		0.0		0.0		0.0		0.0	
		Total			295.0		0.0		295.0		295.0	
For hote	ls, residential insti	tutions and h	ostels, please a		y indicate the loss or							
	Use Class	Тур	es of use	Existing	Existing rooms to be lost by chan or demolition			s proposed (including anges of use)		Net additional rooms		
10 Em	ployment											
17. LIII	pioyment											
If known	, please complete	the following			· ·							
	· · · · · · · · · · · · · · · · · ·		Full-ti		Part-time		Equivalent number of full-time					
	Existing employ Proposed emplo		11		0 8		0 14					
			'					17				
20. Ho	urs of Openin	g										
If known	, please state the	hours of oper	ning for each no	n-residen	tial use proposed:							
Use		londay to Fri			Saturday			Sunday and Bank Ho			Not	
A3	10:00:00	Start Time			Start Time 10:00:00	01:00:0		Start Time 10:00:00	End T	1:00:00	Known	
A5	10:00:00		01:00:00		10:00:00	01:00:00		10:00:00		1:00:00		
	10.00.00		230.00		. 5.50.00	1.00.00		. 5.66.66				
21. Site	e Area											
What is t	he site area?	167.4	1 sg.m	etres								
			94									

16. Trade Effluent

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 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) 1 Projecting or hanging sign(s) 1 Hoarding(s) 0 Other 0
25. Location of Advertisement(s)
Is the advertisement(s) you are applying for already in place?
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: 01/01/2012 To: 01/01/2017
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)?
What is the maximum projection of the advertisement from face of building (in metres)? 0.235
What are the dimensions of the proposed advertisement? Height: 1.048 x Width: 5.07 x Depth: 0.235 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)? The colour of text and background:
Background red (RAL3001) Lettering White.
Will the sign be illuminated? Yes No
Will the sign be illuminated? • Yes • No Will the sign be illuminated internally or externally? • Internally • Externally

28 (b). Details of Proposed Advertisement(s) - Hanging Sign									
What is the height from the ground to the base of the advertisement (in metres)?									
What is the r	What is the maximum projection of the advertisement from face of building (in metres)? 0.84								
What are the	dimensions of the propos	sed advertisement?	Height: 0.80) X Width:	0.84 x	Depth: 0.15 metres			
What materia	als will the sign be made o	·f?							
Powder coat	ed aluminium outer frame	with acrylic inset panel							
What is the r	naximum height of any of	the individual letters and sym	nbols (in centimetre	es)?	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 o	or externally?) Internally (Externally					
Illuminance L	evels: 250	cd/m							
Will the illum	nination be static or interm	nittent?	c nt	ermittent					
29. Site Vi	cit								
29. Site Vi	SIL								
Can the site	be seen from a public roac	d, public footpath, bridleway o	or other public land	! ?	• Yes •	No			
	•	e an appointment to carry ou	•						
	_	_	t a site visit, writin	should they contact:	(Flease select Offi	y one)			
The age	nt The applic	cant Other person							
20 Cortifi	cates (Certificate B)	_							
30. Certiii	cates (certificate b)								
	Town and Cour			rship - Certificate B	Ordor 2010 Cortif	icata undar Articla 12			
Lcertify/The a		ntry Planning (Developmen ve/the applicant has given th	_	_		on the day 21 days before the date of this			
application, v	vas the owner <i>(owner is a p</i>					art of the land or building to which this			
application re						5			
Notice recipie	ent					Date notice served			
Name	c/o Daniel Mead, BTWShi	ells							
Number:	5 S	uffix:							
Street:	Conduit Street								
Locality:						18/11/2011			
	London								
Town:	London	1							
Postcode:	W15 2XD								
Title: Mr	First name:	Christopher		Surname:	Maidment				
Person role:	Agent	Declaration date:	21/11/2011	Juname.		Declaration made			
reisoittole.	Agent		21/11/2011			Bedarationmade			
30. Certifi	cates (Agricultural I	Land Declaration)							
			Agricultural La	nd Declaration					
		ntry Planning (Developmen	it Management Pr	ocedure) (England) (Order 2010 Certif	ficate under Article 12			
	Land Declaration - You Mu he land to which the appl	ist Complete Lither A or B ication relates is, or is part of a	an agricultural holo	ling.		•			
(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. Declar	ration								
		sion/consent as described in t	his form and the						
I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.									
-									
$\overline{}$									