

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  
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:		First name:		Surname:			
Company name:	McDonald's Restaurant Ltd						
Street address:	11-59			Telephone number:	Country Code	National Number	Extension Number
	High Road						
	East Finchley						
Town/City:	London			Mobile number:			
County:				Fax number:			
Country:				Email address:			
Postcode:	N2 8AW						
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:	Mrs	First Name:	Sarah	Surname:	Carpenter		
Company name:	Planware Ltd						
Street address:	The Granary			Telephone number:	Country Code	National Number	Extension Number
	First Floor				01787	468500	
	37 Walnut Tree Lane						
Town/City:	Sudbury			Mobile number:			
County:	Suffolk			Fax number:			
Country:				Email address:			
Postcode:	CO10 1BD			katie@planware.co.uk			

### 3. Description of the Proposal

Please describe the proposed development including any change of use:

REFURBISHMENT OF SHOPFRONT AND REPLACEMENT SIGNAGE. EXISTING DOORS AND WINDOWS TO BE RETAINED AND REDECORATED KHAKI GREEN.

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="46"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="MCDONALD'S RESTAURANT LTD"/>		
Street address:	<input type="text" value="HAMPSTEAD HIGH STREET"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="LONDON"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 1QG"/>		

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

Easting:	<input type="text" value="526408"/>
Northing:	<input type="text" value="185757"/>

Description:

#### 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"/>	First name: <input type="text" value="ONLINE QUERY FORM"/>	Surname: <input type="text"/>
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Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

#### 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):

9. (Materials continued)

Walls - description:

Description of *existing* materials and finishes:

WOODEN SHOPFRONT

Description of *proposed* materials and finishes:

AS EXISTING - REPAINTED KHAKI GREEN (RAL 6015)

Roof - description:

Description of *existing* materials and finishes:

N/A

Description of *proposed* materials and finishes:

N/A

Windows - description:

Description of *existing* materials and finishes:

PAINTED WOOD

Description of *proposed* materials and finishes:

TO BE RETAINED AND REDECORATED KHAKI GREEN (RAL 6015)

Doors - description:

Description of *existing* materials and finishes:

PAINTED WOOD

Description of *proposed* materials and finishes:

TO BE RETAINED AND REDECORATED KHAKI GREEN (RAL 6015)

Boundary treatments - description:

Description of *existing* materials and finishes:

N/A

Description of *proposed* materials and finishes:

N/A

Vehicle access and hard standing - description:

Description of *existing* materials and finishes:

N/A

Description of *proposed* materials and finishes:

N/A

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:

SEE DRAWINGS 0912-0476-01A, 0912-0476-02, 0912-0476-05 AND 0912-0476-09

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:

A3 - RESTAURANT

Is the site currently vacant?

☐ Yes ☒ No

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

If Yes, please describe the nature, volume and means of disposal of trade effluents or waste:

GENERAL RESTAURANT WASTE - AS EXISTING

## 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	30	30	45
Proposed employees	30	30	45

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							<input checked="" type="checkbox"/>

21. Site Area

What is the site area?  hectares

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:

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):

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).

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)?

2.7

m

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

N/A

m

What are the dimensions of the proposed advertisement?

Height: 

0.44

 x Width: 

0.55

 x Depth: 

0.1

 metres

What materials will the sign be made of?

YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL SIGN

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

N/A

cm

The colour of text and background:

YELLOW

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels:

600

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

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

2.8

m

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

N/A

m

What are the dimensions of the proposed advertisement?

Height: 

0.235

 x Width: 

2.1

 x Depth: 

0.1

 metres

What materials will the sign be made of?

WHITE ACRYLIC "MCDONALDS" TEXT ROOF MOUNTED SIGNAGE

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

N/A

cm

The colour of text and background:

WHITE

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☐ Internally ☒ Externally

Illuminance Levels:

600

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)?

2.556

m

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

0.302

m

What are the dimensions of the proposed advertisement?

Height: 

0.8

 x Width: 

0.68

 x Depth: 

0.1

 metres

What materials will the sign be made of?

PROJECTING SIGN WITH "GOLDEN ARCH" SYMBOL SIGN TO BOTH SIDES

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

N/A

cm

The colour of text and background:

BLACK & YELLOW

Will the sign be illuminated?

☐ Yes ☒ No

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
Name	OM PROPERTIES INVESTMENT COMPANY LTD, THE PANTILES,			14/11/2011
Number:		Suffix:		
Street:	GARTREE ROAD			
Locality:	OADBY			
Town:	LEICESTER			
Postcode:	LE2 2FB			
Title: Mrs First name: SARAH Surname: CARPENTER				
Person role: Agent		Declaration date: 14/11/2011		<input checked="" type="checkbox"/> 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: Mrs	First Name: SARAH	Surname: CARPENTER
Person role: Agent	Declaration date: 14/11/2011	<input checked="" type="checkbox"/> 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 14/11/2011