

Email: [planning@camden.gov.uk](mailto: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 Name, Address and Contact Details**

Title:  First name:  Surname:

Company name:

Street address:

Town/City:

County:

Country:

Postcode:

Telephone number:

Mobile number:

Fax number:

Email address:

Are you an agent acting on behalf of the applicant?  Yes  No

**2. Agent Name, Address and Contact Details**

Title:  First Name:  Surname:

Company name:

Street address:

Town/City:

County:

Country:

Postcode:

Telephone number:

Mobile number:

Fax number:

Email address:

**3. Description of the Proposal**

Please describe the proposed development including any change of use:

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:  Suffix:

House name:

Street address:

Town/City:

County:

Postcode:

Description:

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

Easting:

Northing:

#### 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
- Have arrangements been made for the separate storage and collection of recyclable waste?  Yes  No

#### 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:

##### Roof - description:

Description of *existing* materials and finishes:

Description of *proposed* materials and finishes:

##### Windows - description:

Description of *existing* materials and finishes:

Description of *proposed* materials and finishes:

## 9. (Materials continued)

### Doors - description:

Description of *existing* materials and finishes:

Timber painted grey

Description of *proposed* materials and finishes:

Dark bronze anodized aluminium glazing frame system to High Holborn elevation (according to approved planning permission (ref: 2014/2980/P))  
Dark bronze anodized aluminium glazing frame system to new doors only on Brownlow Street elevation to match front elevation

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:

14021 / P100 Proposed Plans  
14021 / P110 Proposed Elevations  
14021 / DAS01 Design & 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

N/A

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:

Retail

Is the site currently vacant?  Yes  No

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

Retail

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 design, demolition and 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	0	0	0

#### 20. Hours of Opening

If known, please state the hours of opening (e.g. 15:30) 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	

#### 21. Site Area

What is the site area?  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:

N/A

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):

Two signs made of individual brushed stainless steel letters fixed back to fascia boards back lit

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?

Individual Letters: Brushed stainless steel Fascia: Dibond

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

The colour of text and background:

Text: brushed stainless steel Background: Panatone 546 blue satin

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

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### 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) and/or agricultural tenant ("agricultural tenant" has the 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	MPG Holborn GP Limited	27/08/2014
Number:	18 Suffix: House name: Cavendish House	
Street:	Cavendish Square	
Locality:		
Town:	London	
Postcode:	W1G 0PJ	

Title:  First name:  Surname:

Person role:  Declaration date:   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. 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.

Date