

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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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:	Mr	First name:	Mark	Surname:	Von Der Heide		
Company name:	Schema Studio Limited						
Street address:	56 Leyspring Road			Telephone number:	Country Code	National Number	Extension Number
Town/City:	London			Mobile number:			
County:	London			Fax number:			
Country:	United Kingdom			Email address:			
Postcode:	E11 3BX						
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:	Mark	Surname:	Von Der Heide		
Company name:	Schema Studio Limited						
Street address:	56 Leyspring Road			Telephone number:	Country Code	National Number	Extension Number
						02074054000	
Town/City:	London			Mobile number:		07436535471	
County:	London			Fax number:		02089893909	
Country:				Email address:			
Postcode:	E11 3BX			mark@schemastudio.co.uk			

### 3. Description of the Proposal

Please describe the proposed development including any change of use:

Replace shop front.  
 Replace illuminated façade signage; sign on façade and small flag sign  
 Refurbish existing tea point and toilet

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="219"/>	Suffix:	<input type="text" value="A"/>
House name:	<input type="text" value="London Tokyo Property Services"/>		
Street address:	<input type="text" value="Finchley Road"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 6LP"/>		

Description:

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

Easting:	<input type="text" value="526286"/>
Northing:	<input type="text" value="184680"/>

#### 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):

##### Windows - description:

Description of *existing* materials and finishes:

Description of *proposed* materials and finishes:

##### Doors - description:

Description of *existing* materials and finishes:

Description of *proposed* materials and finishes:

##### Lighting - add 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:

3 drawings; SK-141024-1, SK-141024-2 and SK-141024-3

## 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

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

Note that connection exists and no change is being proposed.

## 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:

Estate agency

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 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	4	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	
A2	09:00:00	18:00:00	09:00:00	18:00:00			<input type="checkbox"/>

#### 21. Site Area

What is the site area?

36.00

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:

Estate agent offices

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):

Replace fluorescent lighted wall signage above shop front with new, smaller LED lighted signage per drawings.  
Replace fluorescent lighted flag signage perpendicular to shop front with new LED lighted signage per drawing.

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).

See drawings and photos

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

If No, why has permission not been obtained?

Plans have been submitted to building owner and landlord, Transport for London, contact Jessica Lakin [jessicalakin@tfl.uk](mailto:jessicalakin@tfl.uk)

## 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?

aluminium framed with LED backlit translucent acrylic panel

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

The colour of text and background:

white text on royal blue background (matches existing, see photo) with red accent at logo.

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)?

2.700 m

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

0.800 m

What are the dimensions of the proposed advertisement?

Height:

0.450

x

Width:

0.650

x

Depth:

0.045

metres

What materials will the sign be made of?

Aluminium with vinyl applied letters and LED lighting within sign frame

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

10.000 cm

The colour of text and background:

white text on royal blue background to match existing (see photo)

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

## 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: Jessica Lakin - Transport for London	23/10/2014
Number: 55 Suffix: House name:	
Street: Broadway, 5th Floor	
Locality:	
Town: London	
Postcode: SW1H 0bd	

Title: Mr First name: Mark Surname: Von Der Heide

Person role: Agent Declaration date: 24/10/2014  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

24/10/2014