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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:	Dr	First name:	M	Surname:	Sanei	
Company name:						
Street address:	Dental Practice, 53a Heath Street			Country Code	National Number	Extension Number
				Telephone number:		
				Mobile number:		
Town/City:	London			Fax number:		
County:				Email address:		
Country:	United Kingdom					
Postcode:	NW3 6UG					
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:	Alexander	Surname:	Farr	
Company name:	DDPC Limited					
Street address:	P O Box 70118			Country Code	National Number	Extension Number
				Telephone number:	0208 446 3355	
				Mobile number:		
Town/City:				Fax number:		
County:	London			Email address:		
Country:						
Postcode:	N12 2DY			designnteam@ddpc.co.uk		

3. Description of the Proposal

Please describe the proposed development including any change of use:

Replacement of existing shopfront with new shopfront and high level signage.

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="53"/>	Suffix:	<input type="text" value="A"/>
House name:	<input type="text" value="Dental Practice"/>		
Street address:	<input type="text" value="Heath Street"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="NW3 6UG"/>		

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

Easting:	<input type="text" value="526363"/>
Northing:	<input type="text" value="185799"/>

Description:

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):

Doors - description:

Description of *existing* materials and finishes:

Red metal frame door with glazing. Partially obscured with advertising.

Description of *proposed* materials and finishes:

Black or dark grey frame with glazing. With high level advertising.

Others - description:

Type of other material:

High level signage

Description of *existing* materials and finishes:

Red metal box with white lettering applied.

Description of *proposed* materials and finishes:

Metal frame with light obscured glass or acrylic, dark lettering applied.

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:

4020/01-1A, 4020/01-2D, 4020/01-3, 4020/02-3A, 4020/02-4, 4020/02-5A

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:

Dental surgery (D1)

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	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	
D1							<input checked="" type="checkbox"/>

21. Site Area

What is the site area?

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):

- Outward facing monitor behind glass panel over main entrance door. Black or dark grey metal framing to glazing and entrance door.
- New projecting signage over door, replacing existing projecting signage. Black frame matching frame to door. Front, side and underside in light obscured glass or acrylic with applied dark lettering.
- New high level signage perpendicular to pavement direction to replace existing. Square shape with black metal frame.

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

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).

4020/01-3

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: 21/10/2014

To: 21/10/2020

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?

Application is for replacement of existing signage. Notice served.

28 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

2.980 m

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

0.450 m

What are the dimensions of the proposed advertisement?

Height: 0.745 x Width: 0.985 x Depth: 0.450 metres

What materials will the sign be made of?

Metal frame (Black), Obscured glass or acrylic.

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

150.000 cm

The colour of text and background:

Black text. Obscured glass or acrylic background (light colour)

Will the sign be illuminated?

☐ Yes ☒ No

28 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

3.650 m

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

0.995 m

What are the dimensions of the proposed advertisement?

Height: 0.745 x Width: 0.080 x Depth: 0.745 metres

What materials will the sign be made of?

Metal frame (Black), Metal boxing light colour (warm white / white)

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

150.000 cm

The colour of text and background:

Black text. Warm white or cool white metal boxing.

Will the sign be illuminated?

☐ Yes ☒ No

28 (d). Details of Proposed Advertisement(s) - Other Sign

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

2.400

m

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

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.625

 x Width:

0.845

 x Depth:

0.200

 metres

What materials will the sign be made of?

Monitor behind high level glazed panel. Black metal frame.

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

100.000

cm

The colour of text and background:

Varies. Monitor will display varying images.

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*) 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
<div><div>Name</div><div>Gold Power Limited</div><div><div>Number:</div><div></div><div>Suffix:</div><div></div><div>House name:</div><div></div></div><div>Street:</div><div>19 Fairfax Place</div><div>Locality:</div><div></div><div>Town:</div><div>London</div><div>Postcode:</div><div>NW6 4EJ</div></div>	<div><div>22/09/2014</div></div>

Title:

Mr

First name:

Gary

Surname:

Bettis

Person role:

Agent

Declaration date:

22/09/2014

☒ 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

22/09/2014