

Email: planning@camden.gov.uk

Phone: 020 7974 4444 Fax: 020 7974 1680 Development Management Regeneration and Planning London Borough of Camden Judd Street London WC1H 8ND

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 Na	ame, Address and Contact Details		
Title: Mr	First name:	Surname:	
Company name	McDonald's Restaurants Ltd		O
Street address:	11-59 High Road		CountryNationalExtensionCodeNumberNumber
	East Finchley	Telephone number:	
		Mobile number:	
Town/City	London	For number	
County:		Fax number:	
Country:	United Kingdom	Email address:	
Postcode:	N2 8AW		
Are you an agent a	cting on behalf of the applicant?    • Yes	No	
2. Agent Name	e, Address and Contact Details		
Title: Mrs	First Name: Sarah	Surname: Ca	rpenter
Title. Iviis	riist Nattie. Salati	Surriame. Ca	Трепце
Company name:	Planware Ltd		
Street address:	The Granary		Country National Extension Code Number Number
	First Floor	Telephone number:	01787 468500
	37 Walnut Tree Lane	Mobile number:	
Town/City	Sudbury	Fax number:	
County:	Suffolk		
Country:	United Kingdom	Email address:	
Postcode:	CO10 1BD	sarah@planware.co.uk	
3. Description	of the Proposal		
REFURBISHMENT O PROMOTIONAL SCR	proposed development including any change of use:  F SHOPFRONT TO INCLUDE THE INSTALLATION OF NEW KHAKI FASTEEN TO BE INSTALLED BEHIND THE NEW SHOPFRONT. NEW INTERNOR OF change of use already started?  Yes	IALLY ILLUMINATED FAS	
. Ids the building, W	ork or change of use already started? Yes •	No	

4. Site Address	Details			
Full postal address of	of the site (inclu	ding full postcode where a	available)	Description:
House:	112	Suffix:		
House name:		<u> </u>		
	High Holborn			
Street address.				
	Lamalam			
Town/City:	London			
County:	Camden			
Postcode:	WC1V 6JS			
Description of locati (must be completed				
Easting:	530559	)		
Northing:	181557	,		
5. Pre-applicati	on Advice			
Has assistance or pri	or advice been	sought from the local auth	hority about this applicatio	n? Yes • No
	137 1 1 1 0			
6. Pedestrian ai	nd Vehicle A	Access, Roads and Ri	ights of Way	
Is a new or altered v	ehicle access pr	oposed to or from the pub	olic highway?	○ Yes ● No
Is a new or altered p	edestrian acces	s proposed to or from the	public highway?	○ Yes ● No
Are there any new p	ublic roads to b	e provided within the site	? Yes	<ul><li>No</li></ul>
	_	vay to be provided within	-	
Do the proposals rec	quire any divers	ions/extinguishments and	d/or creation of rights of wa	ay? Yes • No
7. Waste Storag	io and Collo	ction		
7. Waste Storag	je and cone	Ction		
Do the plans incorpo	orate areas to st	ore and aid the collection	of waste?	• Yes No
If Yes, please provide	e details:			
AS EXSITING				
_		the separate storage and o	collection of recyclable wa	ste? • Yes • No
If Yes, please provide	e details:			
AS EXISTING				
8. Authority Em	nployee/Mei	mber		
(b) an ele (c) relate	Authority, I am: nber of staff ected member d to a member ed to an elected	member	ny of these statements app	ply to you? Yes • No
9. Materials				
Please state what m	aterials (includi	ng type, colour and name)	are to be used externally (	(if applicable):
Walls - description		.9 .7 [	,	x
Description of existing		finishes:		
AS EXISTING				
Description of <i>propo</i>	osed materials ar	nd finishes:		
AS EXISTING				
Windows - descript Description of <i>existin</i>		d finishes:		
		FOR THE REMOVAL OF THE	HE STALLRISER	
Description of propo				
NEW FULL HEIGHT G	SLAZING TO SHO	OPFRONT WITH KHAKI GRE	EEN RAL6015 FRAMES	

9. (Materials continued)			
<b>Doors - description:</b> Description of <i>existing</i> materials and finishes:			
AS EXISTING			
Description of <i>proposed</i> materials and finishes:			
AS EXISTING			
<b>Vehicle access and hard standing - description:</b> Description of <i>existing</i> materials and finishes:			
N/A			
Description of <i>proposed</i> materials and finishes:			
N/A			
Others - description:  Type of other material:			
Description of <i>existing</i> materials and finishes:			
N/A			
Description of <i>proposed</i> materials and finishes:			
SEE SPECIFICATIONS ATTACHED.			
Are you supplying additional information on submitte	d 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 6460 AEW 0228 0005			
10. Vehicle Parking			
Please provide information on the existing and propos	<u> </u>		
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	Unknowr	
Septic tank	Cess pit	7	
Other	CC35 Pit		
Other			
Are you proposing to connect to the existing drainage	system? Yes •	No C Unknown	
12. Assessment of Flood Risk			
Is the site within an area at risk of flooding? (Refer to the flood zones 2 and 3 and consult Environment Agency requirements for information as necessary.)			
If Yes, you will need to submit an appropriate flood risk	c assessment to consider the risk to the p		
Is your proposal within 20 metres of a watercourse (e.ç	ı. river, stream or beck)?		
Will the proposal increase the flood risk elsewhere?	Yes • No		
How will surface water be disposed of?			
Sustainable drainage system	Main sewer	Pond	d/lake
Soakaway	Existing watercourse		
ooundrid;	Existing watercourse		

13. Biodiversity and Geological	Conservation			
To assist in answering the following ques or geological conservation features may be				e is a reasonable likelihood that any important biodiversity proposals.
Having referred to the guidance notes, is on land adjacent to or near the application		hood of the following bei	ng affected adversely	or conserved and enhanced within the application site, OR
a) Protected and priority species				
Yes, on the development site	Yes, on land a	djacent to or near the pro	posed development	<ul><li>No</li></ul>
b) Designated sites, important habitats or	other biodiversity featu	ıres		
Yes, on the development site	Yes, on land a	djacent to or near the pro	posed development	<ul><li>No</li></ul>
c) Features of geological conservation im	portance			
Yes, on the development site	Yes, on land a	djacent to or near the pro	posed development	No
14. Existing Use				
Please describe the current use of the site				
A3/A5 - RESTAURANT & HOT FOOD TAKE/				
Is the site currently vacant?  Does the proposal involve any of the folic	Yes No			
If yes, you will need to submit an appropr		ssment with your applica	tion.	
Land which is known to be contaminated	? Yes	<ul><li>No</li></ul>		
Land where contamination is suspected f	or all or part of the site?		<ul><li>No</li></ul>	
A proposed use that would be particularly	y vulnerable to the pres	ence of contamination?	0	Yes   No
15. Trees and Hedges				
Are there trees or hadges on the propose	d dovolopment site?	C Voc	No.	
Are there trees or hedges on the propose	·	Yes (		
And/or: Are there trees or hedges on land development or might be important as p			could influence the	
	•		retion of your local p	lanning authority. If a Tree Survey is required, this and the
accompanying plan should be submitted accordance with the current 'BS5837: Tree				e clear on its website what the survey should contain, in ons'.
16. Trade Effluent				
Does the proposal involve the need to dis	•		(•) Yes	○ No
If Yes, please describe the nature, volume		of trade effluents or waste	:	
GENERAL RESTAURANT WASTE - AS EXIST	IIVG			
17. Residential Units				
Does your proposal include the gain or lo	ss of residential units?	C Yes	No No	
18. All Types of Development: I	Non-residential Flo	porspace		
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 i	nformation regarding e	mplovees:		
	Full-time	Part-time		Equivalent number of full-time
Existing employees	35	40		55
Proposed employees	35	40		55
20. Hours of Ononing				
20. Hours of Opening If known, please state the hours of opening	ng (e.g. 15:30) for each n	on-residential use propos	ed:	
Monday to Frida		Saturday		Sunday and Bank Holidays Not
Start Time End	Í Time		nd Time	Start Time End Time Known
Other				

21. Site Area
What is the site area? 00.02 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:  AS EXISTING  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):  THE INSTALLATION OF 1 NO. NEW FASCIA SIGNS AND 1NO NEW 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?  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 DRAWING 6460 AEW 0228 0005  Will the proposed advertisement(s) project over a footpath or other public highway?  Yes No  Yes No  No
26. Advertisement(s) Period  Please state the period of time for which consent is sought for the advertisement  From: 19/02/2016 To: 15/02/2026
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)?  What are the dimensions of the proposed advertisement?  Height: 0.404 x Width: 3.632 x Depth: 0.060 metres  What materials will the sign be made of?  LIM 3 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT FASCIA SIGN  What is the maximum height of any of the individual letters and symbols (in centimetres)?  The colour of text and background:  WHITE  Will the sign be illuminated?  Yes No  Will the sign be illuminated internally or externally?  Illuminance Levels: 600.000 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)?	2.390 m
What is the maximum projection of the advertisement from face of building (in metres)?	1.100 m
What are the dimensions of the proposed advertisement? Height: 1.000	x Width: 1.000 x Depth: 0.100 metres
What materials will the sign be made of?	
LIM 10 - PROJECTING SIGN - KHAKI GREEN ALUMINIUM PANEL WITH INTERNALLY ILLUMINATE	D YELLOW "GOLDEN ARCH" TO BOTH SIDES.
What is the maximum height of any of the individual letters and symbols (in centimetres)?	66.000 cm
The colour of text and background:  KHAKI GREEN AND YELLOW	
Will the sign be illuminated?    Yes    No	
Will the sign be illuminated internally or externally?   • Internally   Ext	ernally
Illuminance Levels: 600.000 cd/m	
Will the illumination be static or intermittent?	nt
29. Site Visit	
29. Site visit	
Can the site be seen from a public road, public footpath, bridleway or other public land?	<ul><li>Yes</li><li>No</li></ul>
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	
30. Certificates (Certificate B)	
Certificate of Ownership - Common and Country Planning (Development Management Procedur I certify/ The applicant certifies that I have/the applicant has given the requisite notice to every	e) (England) Order 2015 Certificate under Article 14 one else (as listed below) who, on the day 21 days before the date of this
Certificate of Ownership - ( Town and Country Planning (Development Management Procedur	e) (England) Order 2015 Certificate under Article 14 rone else (as listed below) who, on the day 21 days before the date of this releast 7 years left to run) and/or agricultural tenant ("agricultural tenant" has the
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