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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 Name, Address and Contact Details

Title:	Mrs	First name:		Surname:	
Company name:	Muirgold Ltd				
Street address:	14 Chester Terrace			Country Code	National Number
	Regents Park			Telephone number:	Extension Number
Town/City:	London			Mobile number:	
County:				Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	NW14ND				
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:	Dean	Surname:	Wain
Company name:	Morrison Design Ltd				
Street address:	103 Belper Road			Country Code	National Number
				Telephone number:	Extension Number
Town/City:	Derby			Mobile number:	
County:	Derbyshire			Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	DE13ES			dwain@morrisondesign.co.uk	

3. Description of the Proposal

Please describe the proposed development including any change of use:

Proposed 4no. illuminated box signs to front elevation. Proposed 2no. plaque signs to either side of entrance door. Proposed lighting to canopy (canopy granted in previous application 2014/2506/P).

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="17"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Upper Woburn Place"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text" value="Camden"/>		
Postcode:	<input type="text" value="WC1H 0HT"/>		

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

Easting:	<input type="text" value="529789"/>
Northing:	<input type="text" value="182522"/>

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):

Walls - 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:

Please refer to drawing ref:
MDL Drawings:
3915/ 082, 083, 084, 085, 086 & 087.

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:

Hotel

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	
C1	00:01:00	00:00:00	00:01:00	00:00:00	00:01:00	00:00:00	<input 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:

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):

Proposed 4no. illuminated branded box signs to front elevation. Proposed 2no. plaque signs with branding either side of entrance door.

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

Fascia sign(s) 0 Projecting or hanging sign(s) 4 Hoarding(s) 0 Other 2

Please describe:

Proposed 2no. brass plaque signs with branding either side of entrance door.

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: 16/03/2016 To: 28/01/2050

27. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ☒ 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)? 2.742 m

What is the maximum projection of the advertisement from face of building (in metres)? 1.310 m

What are the dimensions of the proposed advertisement? Height: 0.700 x Width: 1.100 x Depth: 0.160 metres

What materials will the sign be made of?

Aluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)? 14.000 cm

The colour of text and background:

Text - White. Background - Dark Grey

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)? 2.742 m

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

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m

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

1.310

m

What are the dimensions of the proposed advertisement?

Height:

0.700

 x Width:

1.100

 x Depth:

0.160

metres

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Aluminium

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

14.000

cm

The colour of text and background:

Text - White. Background - Dark Grey

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)?

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

14.000

cm

The colour of text and background:

Text - White. Background - Dark Grey

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

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

1.300

m

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

0.020

m

What are the dimensions of the proposed advertisement?

Height:

0.270

 x Width:

0.330

 x Depth:

0.020

metres

What materials will the sign be made of?

Aluminium Plate

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

4.000

cm

The colour of text and background:

Text - Dark. Background - Aluminium

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)?

1.300 m

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

0.020 m

What are the dimensions of the proposed advertisement?

Height:

0.270

x

Width:

0.330

x

Depth:

0.020

metres

What materials will the sign be made of?

Aluminium Plate

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

4.000 cm

The colour of text and background:

Text - Dark. Background - Aluminium

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 A)

Certificate of Ownership - Certificate A

Town and Country Planning (Development Management Procedure) (England) Order 2015 Certificate under Article 14

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/the applicant 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 to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding (*"agricultural holding" has the meaning given by reference to the definition of "agricultural tenant" in section 65(8) of the Act*).

Title: Mr

First name:

Dean

Surname:

Wain

Person role:

Agent

Declaration date:

16/03/2016

☒

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

18/03/2016