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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:	<input type="text" value="Mrs"/>	First Name:	<input type="text" value="Catriona"/>	Surname:	<input type="text" value="Watters"/>
Company name:	<input type="text" value="Lumsden Design Ltd"/>				
Street address:	<input type="text" value="2 Cowcross Street"/>				
	<input type="text"/>	Telephone number:	<input type="text"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="EC1M 6DR"/>		<input type="text"/>		
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:	<input type="text" value="Mrs"/>	First Name:	<input type="text" value="Catriona"/>	Surname:	<input type="text" value="Mills"/>
Company name:	<input type="text" value="Lumsden Design"/>				
Street address:	<input type="text" value="2 Cowcross Street"/>				
	<input type="text"/>	Telephone number:	<input type="text" value="02033841400"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="London"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text" value="catriona@lumsdendesign.com"/>		
Postcode:	<input type="text" value="EC1 M6DR"/>		<input type="text"/>		

3. Description of the Proposal

Please describe the proposed development including any change of use:

New retail store selling bespoke jewellery by 'Harriet Kelsall'.
Demolition of existing internal wall claddings, fixtures, sanitary ware
Demolition of existing shop front
Installation of new shop front with new 'Harriet Kelsall' branding
Class use remains as existing A1 (retail)

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)

Description:

House: Suffix:

House name:

Street address:

Town/City:

Postcode:

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):

9. Materials

Doors - description:

Description of *existing* materials and finishes:

Standard timber doors

Description of *proposed* materials and finishes:

Timber doors and architraves painted to colours listed:
Dark grey/blue - Dulux 50BG 14/036

Lighting - description:

Description of *existing* materials and finishes:

N/A

Description of *proposed* materials and finishes:

Internal Lighting.
Track with dimmable spot lighting.
Fittings colour: RAL 7043

Shopfront: Concealed neutral white LED strip wash light

Fascia sign candelas less than 500 candelas per square metre

Walls - description:

Description of *existing* materials and finishes:

Plastic laminate wall claddings
Plasterboard and paint work
Tiling

Description of *proposed* materials and finishes:

New plasterboard walls, painted to colours listed below:
White - Dulux 10BB 83/014
Dark grey/blue - Dulux 50BG 14/036

One 'feature wall' to be a concrete skim texture
with embossed branding
SG03 - Patinated - Supplier: Mass Concrete

New tiling to back of house kitchen and toilet areas

Windows - description:

Description of *existing* materials and finishes:

Timber fascia and glazing, currently boarded over with plywood hoarding and perforated metal

Description of *proposed* materials and finishes:

New laminated glazing complying to BS.
New timber shop front, brush painted with weather proof paint.
Colour: Dark grey
Dulux 00NN 13/000

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:

08-03-17 HK Primrose Hill_ Design & Access Statement
08-03-17__ HK Concept_ Visual Pack for Advertising Consent

117-03-0 __ EXISTING EXTERIOR ELEVATIONS
117-03-1 __ EXISTING INTERNAL SECTION
117-04-0 __ DEMOLITION PLAN
117-05-0 __ GA PLAN
117-20-0 __ PROPOSED SHOPFRONT PLANS & ELEVATIONS
117-20-1 __ PROPOSED SHOPFRONT DETAILS
117-20-2 __ PROPOSED SHOPFRONT DETAILS
117-20-3 __ PROPOSED SHOPFRONT DETAILS
117-20-4 __ PROPOSED SHOPFRONT DETAILS

10. Vehicle Parking

No Vehicle Parking details were submitted for this application

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:

To our knowledge, the site has been boarded up and vacant for 5 years.

Is the site currently vacant?

Yes No

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

The last use was a 'betting office'

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

14. Existing Use

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

Market Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Market Housing Total

Market Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Market Housing Total

Social Rented Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Social Housing Total

Social Rented Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Social Housing Total

Intermediate Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					

Intermediate Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					

17. Residential Units

Intermediate Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Intermediate Housing Total

Intermediate Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Intermediate Housing Total

Key Worker Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Key Worker Housing Total

Key Worker Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Key Worker Housing Total

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	3	1	

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	
A1	09:30:00	17:30:00	09:30:00	17:30:00	11:00:00	16:00:00	<input type="checkbox"/>

21. Site Area

What is the site area?

59.00

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:

22. Industrial or Commercial Processes and Machinery

Is the proposal for a waste management development?

Yes No

If this is a landfill application you will need to provide further information before your application can be determined. Your waste planning authority should make clear what information it requires on its website.

23. Hazardous Substances

Is any hazardous waste involved in the proposal?

Yes No

A. Toxic substances

Amount held on site

Tonne(s)

B. Highly reactive/explosive substances

Amount held on site

Tonne(s)

C. Flammable substances (unless specifically named in parts A and B)

Amount held on site

Tonne(s)

24. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Fascia Sign:

Main logo branding for 'Harriet Kelsall' is to appear on the front and side elevations, approx. 3m to under side of the main signage. Main signage to be lit by concealed LED strip lighting with diffuser.

Full title is to read as their branded logo:

"Harriet Kelsall – Bespoke Jewellery"

The "Harriet Kelsall" letters will be 3D block letters painted white, with "Bespoke Jewellery" painted direct to the fascia paneling.

The 'HK' logo is to be a laser cut, pin mounted brass metal plate above the Harriet Kelsall block letters.

Secondary branding is to be applied to the main shop window and door window. White vinyl lettering reading "Welcome In – HK Design Studios"

There are also four coloured bands that name the HK designers along with smaller white vinyl sub text.

Hoarding:

Painted paneling dark grey with white vinyl lettering applied. Text to start at approx. 600mm from floor level.

For further details please refer to the attached documents:

08-03-17_ Visual Pack for Advertising Consent

117-20-0 __ PROPOSED SHOPFRONT PLANS & ELEVATIONS

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?

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

cm

The colour of text and background:

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

128 (c). Details of Proposed Advertisement(s) - Hoarding 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?

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

cm

The colour of text and background:

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

30. Certificates (Certificate B)

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

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: Max Thomas Family Holdings LtdC/O Jon Pishiri at Jon Christopher Chart	03/08/2017
Number: 286 Suffix: A House name: Block E, Southgate Office Village	
Street: Chase Road	
Locality: Southgate	
Town: London	
Postcode: N14 6HF	

Title: Mrs First name: Catriona Surname: Watters

Person role: AGENT Declaration date: 31/07/2017 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

07/08/2017