

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Phone: 020 7974 4444  
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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. Site Address**

Number	<input type="text" value="250"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Camden High Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW1 8QS"/>

Description of site location must be completed if postcode is not known:

Easting (x)	<input type="text" value="528756"/>
Northing (y)	<input type="text" value="184118"/>

Description

**2. Applicant Details**

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="David"/>
Surname	<input type="text" value="Rodriguez"/>
Company name	<input type="text" value="Dmadrid Consulting"/>
Address line 1	<input type="text" value="Wells House"/>
Address line 2	<input type="text" value="80 Upper Street"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

## 2. Applicant Details

Country	United Kingdom
Postcode	NW1 8QS
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

Title	Mr
First name	Mariano
Surname	Garcia
Company name	Garcia Consulting Engineers Ltd
Address line 1	64 Latona Road
Address line 2	
Address line 3	
Town/city	London
Country	
Postcode	SE14 6RJ
Primary number	07539762838
Secondary number	
Fax number	
Email	mariano.garcia@garcia-engineering.com

## 4. Site Area

What is the measurement of the site area?  
(numeric characters only).

127

Unit

sq.metres

## 5. Description of the Proposal

Please describe details of the proposed development or works including any change of use.

If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.

Display of advertisement and hanging sign and new shopfront

Has the work or change of use already started?

Yes  No

## 6. Existing Use

Please describe the current use of the site

Restaurant

Is the site currently vacant?

Yes  No

If Yes, please describe the last use of the site

Restaurant

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

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

## 7. Materials

Does the proposed development require any materials to be used?

Yes  No

**Please provide a description of existing and proposed materials and finishes to be used (including type, colour and name for each material):**

Windows

Description of existing materials and finishes (optional):

Single Glazing

Description of proposed materials and finishes:

Shopfront Windows and Automatic Sliding Door - New glazing

Lighting

Description of existing materials and finishes (optional):

No details

Description of proposed materials and finishes:

Lighting inside fascia sign - LED lighting

Walls

Description of existing materials and finishes (optional):

Timber

Description of proposed materials and finishes:

Cladding Panelling - Timber shopfront.

Doors

Description of existing materials and finishes (optional):

Timber

Description of proposed materials and finishes:

Timber doors

Are you supplying additional information on submitted plans, drawings or a design and access statement?

Yes  No

If Yes, please state references for the plans, drawings and/or design and access statement

- APL-104 Existing Elevations - 26.04.2019  
- APL-105 Proposed Signage - 26.04.2019  
- APL-106 Proposed Elevations/ Shopfront - 26.04.2019  
- Design and Access Statement 26.04.2018

## 8. Pedestrian and Vehicle Access, Roads and Rights of Way

- Is a new or altered vehicular 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

## 9. Vehicle Parking

- Is vehicle parking relevant to this proposal?  Yes  No

## 10. 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'.**

## 11. 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 a 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
- Existing water course
- Soakaway
- Main sewer
- Pond/lake

## 12. Biodiversity and Geological Conservation

**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?**

**To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.**

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:

## 12. Biodiversity and Geological Conservation

- 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

## 13. Foul Sewage

Please state how foul sewage is to be disposed of:

- Mains Sewer  
 Septic Tank  
 Package Treatment plant  
 Cess Pit  
 Other  
 Unknown

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. Please state the plan(s)/drawing(s) references.

Existing drainage drawing attached.

## 14. 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

## 15. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?  Yes  No

## 16. Residential/Dwelling Units

Due to changes in the information requirements for this question that are not currently available on the system, if you need to supply details of Residential/Dwelling Units for your application please follow these steps:

1. Answer 'No' to the question below;
2. Download and complete this supplementary information template (PDF);
3. Upload it as a supporting document on this application, using the 'Supplementary information template' document type.

This will provide the local authority with the required information to validate and determine your application.

Does your proposal include the gain, loss or change of use of residential units?  Yes  No

## 17. All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?  Yes  No

## 18. Employment

Will the proposed development require the employment of any staff?  Yes  No

Please complete the following information regarding employees:

## 18. Employment

Type	Full-time	Part-time	Equivalent number of full-time
Existing employees	9	4	11

## 19. Hours of Opening

Are Hours of Opening relevant to this proposal?

Yes  No

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	Unknown
A1 - Shops	Start Time: 07:00 End Time: 21:00	Start Time: 07:00 End Time: 22:00	Start Time: 07:00 End Time: 22:00	

## 20. 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:

Bread ovens - self condensing canopy

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 it clear what information it requires on its website**

## 21. Hazardous Substances

Does the proposal involve the use or storage of any hazardous substances?

Yes  No

## 22. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The advertisement types will be a new fascia sign and a hanging sign

Please select the type(s) of advertising you are proposing:

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

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.812 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1 x Width: 5.405 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium composite (also known by the trade names of Dibond, Alucobond and Alupanel) consists of two thin sheets of Aluminium enclosing a Polyethylene core	
What is the maximum height of any of the individual letters and symbols?	60 cm

## 22. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
The colour of text and background Yellow on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	10 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.524 metre(s)
What is the maximum projection of the advertisement from face of building?	0.6 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of? Aluminium composite (also known by the trade names of Dibond, Alucobond and Alupanel) consists of two thin sheets of Aluminium enclosing a Polyethylene core	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Yellow letter on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	10 cd/m2
Will the illumination be static or intermittent?	Static

## 23. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

- Existing Shopfront Pic 02.11.2018

Will the proposed advertisement(s) project over a footpath or other public highway?  Yes  No

## 24. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

To

## 25. 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?

- The agent  
 The applicant  
 Other person

## 26. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes  No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title	Mrs
First name	Alyce
Surname	Keen
Reference	2019/1193/NEW

Date (Must be pre-application submission)

Details of the pre-application advice received

- No objections to the proposed new shopfront, which is a huge improvement on that proposed under application ref 2018/6206/P, incorporating traditional proportions as requested;  
- I still do not support advertisements on the canal frontage; this would harm the character of the river frontage and be directly contrary to the Regents Canal Conservation Area Appraisal and Management Strategy, which states that 'A proliferation of signage, even of an appropriate design, would be considered damaging to the character of the conservation area';  
- The swan neck lights add unnecessary bulk and clutter and are not typical of the shopfronts in this part of the high street- lighting should be discrete and either concealed within the cornice, or placed externally;  
- The projecting signage is still excessively large at 980x594mm. As stated in my comments on 2018/6206/P, to avoid appearing visually intrusive, I would usually recommend projecting signs are no greater than 600x600mm.

## 27. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

Yes  No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

## 28. 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

## 29. Ownership Certificates and Agricultural Land Declaration

**CERTIFICATE OF OWNERSHIP - 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\* and/or agricultural tenant\*\* of any part of the land or building to which this application relates.



## 29. Ownership Certificates and Agricultural Land Declaration

\* 'owner' is a person with a freehold interest or leasehold interest with at least 7 years left to run. \*\* 'agricultural tenant' has the meaning given in section 65(8) of the Town and Country Planning Act 1990

Owner/Agricultural Tenant

Name of Owner/Agricultural Tenant	Andrew Roy Walker
Number	250
Suffix	
House Name	
Address line 1	Walkers Quay
Address line 2	Camden High St
Town/city	London
Postcode	NW1 8QS
Date notice served (DD/MM/YYYY)	26/11/2018

Person role

- The applicant  
 The agent

Title

First name

Surname

Declaration date (DD/MM/YYYY)

Declaration made

## 30. 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 (cannot be pre-application)