

## The Planning Inspectorate

### ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL FORM (Online Version)

**WARNING:** If we do not receive **all** of the supporting documents by the end of the 8 week appeal period, the appeal will not be accepted.

**Appeal Reference: APP/X5210/Z/19/3229641**

#### A. APPELLANT DETAILS

The name of the person(s) making the appeal must appear as an applicant on the planning application form.

Name	Mr Matt Swindles
Company/Group Name	Primesight
Address	Primesight Ltd, Met Building 22 Percy Street LONDON W1T 2BU
Phone number	02039740091
Fax number	W1T 2BU
Email	planningapps@primesight.co.uk
Preferred contact method	Email <input checked="" type="checkbox"/> Post <input type="checkbox"/>

#### B. AGENT DETAILS

Do you have an Agent acting on your behalf?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Name	PRIMESIGHT PRIMESIGHT PRIMESIGHT
Company/Group Name	PRIMESIGHT
Address	Primesight Ltd, Met Building 22 Percy Street LONDON W1T 2BU
Phone number	02039740091
Email	planningapps@primesight.co.uk
Your reference	NR 9147

Preferred contact method

Email  Post

### C. LOCAL PLANNING AUTHORITY (LPA) DETAILS

Name of the Local Planning Authority

London Borough of Camden

LPA reference number

2019/0287/A

Date of advertisement application

18/01/2019

Did the LPA issue a decision?

Yes  No

Date of LPA's decision

03/04/2019

### D. APPEAL SITE ADDRESS

Is the address of the affected land the same as the appellant's address?

Yes  No

Does the appeal relate to an existing property?

Yes  No

Address

Hoarding on the corner of Hillgrove Road and Alexandra Road  
London  
NW6 4TJ

Are there any health and safety issues at, or near, the site which the Inspector would need to take into account when visiting the site?

Yes  No

a. Has the land/site owner's consent been obtained?

Yes  No

b. Is the site on highway land?

Yes  No

c. Is the advertisement in position?

Yes  No

### E. DESCRIPTION OF ADVERTISEMENT(S)

Please provide description(s), measurements and colours, including details of illumination (if any), of the advertisement(s) involved in the appeal. The description is set out in:

the box below

Display of a free standing internally illuminated 48 sheet LED digital advertising display sign

### F. REASON FOR THE APPEAL

**The reason for the appeal is that the LPA has:**

1. Refused consent for the advertisement(s) shown on the application form.

2. Granted consent for the advertisement(s) subject to conditions to which you object.

3. Failed to give notice of its decision within the appropriate period (usually 8 weeks) of an application for consent.

4. Served a discontinuance notice.

### G. CHOICE OF PROCEDURE

There are two different procedures that the appeal could follow. Please select one.

1. Written Representations



2. Hearing



## H. GROUNDS OF APPEAL

The grounds of appeal are:

see '[Appeal Documents](#)' section

Do you have a separate list of appendices to accompany your grounds of appeal? Yes  No

## I. SUPPORTING DOCUMENTS

The application made to the LPA.



All relevant plans and particulars submitted to the LPA.



Any notice of decision.



Any other relevant correspondence with the authority.



The discontinuance notice.



Any notice variations.



Any relevant correspondence with the authority.



## J. OTHER APPEALS

Have you sent other appeals for this or nearby sites to us which have not yet been decided? Yes  No

## K. CHECK SIGN AND DATE

**(All supporting documents must be received by us within the 8 week time limit)**

I confirm that all sections have been fully completed and that the details are correct to the best of my knowledge.

I confirm that I will send a copy of this appeal form and supporting documents (including the full grounds of appeal) to the LPA today.

**Signature**

PRIMESIGHT PRIMESIGHT PRIMESIGHT

**Date**

24/05/2019 22:19:31

**Name**

PRIMESIGHT PRIMESIGHT PRIMESIGHT

**On behalf of**

Mr Matt Swindles

The gathering and subsequent processing of the personal data supplied by you in this form, is in accordance with the terms of our registration under the Data Protection Act 2018. Further information about our Data Protection policy can be found on our website under Privacy Statement.

## L. NOW SEND

**Send a copy to the LPA**

Send a copy of the completed appeal form and any supporting documents (including the full grounds of appeal) to the LPA. There is no need to send them all the documents again, send them any which were not previously sent as part of the application or in relation to the discontinuance notice.

To do this by email:

- open and save a copy of your appeal form
- locating your local planning authority's email address:  
<https://www.gov.uk/government/publications/sending-a-copy-of-the-appeal-form-to-the-council>
- attaching the saved appeal form including any supporting documents

To send them by post, send them to the address from which the decision notice or discontinuance notice was sent (or to the address shown on any letters received from the LPA).

When we receive your appeal form, we will write to you letting you know if your appeal is valid, who is dealing with it and what happens next.

**You may wish to keep a copy of the completed form for your records.**

## M. APPEAL DOCUMENTS

We will not be able to validate the appeal until all the necessary supporting documents are received.

Please remember that all supporting documentation needs to be received by us within the appropriate deadline for the case type. Please ensure that any correspondence you send to us is clearly marked with the appeal reference number.

**You will not be sent any further reminders.**

### The documents listed below were uploaded with this form:

**Relates to Section:** GROUNDS OF APPEAL  
**Document Description:** The grounds of appeal.  
**File name:** Hillgrove Road Bridge - Grounds of Appeal.pdf  
**File name:** TfL Digital Roadside Advertising Guidance - Guidance for Digital Roadside Advertising and Best Practice 2013.pdf  
**File name:** ILP Professional Lighting Guide 2015.pdf

**Relates to Section:** SUPPORTING DOCUMENTS  
**Document Description:** The application made to the LPA.  
**File name:** ApplicationFormNoPersonalData.pdf

**Relates to Section:** SUPPORTING DOCUMENTS  
**Document Description:** All relevant plans and particulars submitted to the LPA.  
**File name:** D480048.pdf  
**File name:** 4746 Cover Letter.pdf  
**File name:** 002-Hillgrove Rd Bridge South Hampstead Camden-Elevations.pdf  
**File name:** 003-Hillgrove Rd Bridge South Hampstead Camden-Views.pdf  
**File name:** TfL Digital Roadside Advertising Guidance - Guidance for Digital Roadside Advertising and Best Practice 2013.pdf  
**File name:** 001-Hillgrove Rd Bridge South Hampstead Camden-Plans.pdf  
**File name:** ILP Professional Lighting Guide 2015.pdf

**Relates to Section:** SUPPORTING DOCUMENTS  
**Document Description:** Any notice of decision.  
**File name:** HILLGROVE -Decision.pdf

**Completed by** PRIMESIGHT PRIMESIGHT PRIMESIGHT

**Date** 24/05/2019 22:19:31