

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Phone: 020 7974 4444  
Fax: 020 7974 1680

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="78"/>
Suffix	<input type="text"/>
Property name	<input type="text"/>
Address line 1	<input type="text" value="Cleveland 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="W1T 6ND"/>

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

Easting (x)	<input type="text" value="529114"/>
Northing (y)	<input type="text" value="181980"/>

Description

**2. Applicant Details**

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="N/A"/>
Company name	<input type="text" value="Soho Data Holdings"/>
Address line 1	<input type="text" value="C/O Agent"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

## 2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Mohan"/>
Surname	<input type="text" value="Everett"/>
Company name	<input type="text" value="Savills"/>
Address line 1	<input type="text" value="33 Margaret Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Country	<input type="text" value="England"/>
Postcode	<input type="text" value="W1G 0JD"/>
Primary number	<input type="text" value="02078774741"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text" value="mohan.everett@savills.com"/>

## 4. Site Area

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

Unit

## 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.

Has the work or change of use already started?

Yes  No

## 6. Existing Use

Please describe the current use of the site

Class A1 Retail

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

## 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):**

Doors

Description of existing materials and finishes (optional):

Description of proposed materials and finishes:

Painted in little Greene - 221 Basalt

Windows

Description of existing materials and finishes (optional):

Description of proposed materials and finishes:

Additional transom added to window framework

Boundary treatments (e.g. fences, walls)

Description of existing materials and finishes (optional):

Description of proposed materials and finishes:

Existing railings to be painted black and made good.

Window box planters to be fixed to front sill

Walls

Description of existing materials and finishes (optional):

Description of proposed materials and finishes:

Wall to be painted in Zoffany - Quarter Empire Grey

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

Please enclosed covering letter and drawings for details and annotated drawings

## 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

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

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:

- Yes, on the development site  
 Yes, on land adjacent to or near the proposed development  
 No

c) Features of geological conservation importance:

## 12. Biodiversity and Geological Conservation

- 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

## 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

## 19. Hours of Opening

Are Hours of Opening relevant to this proposal?

- Yes  No

## 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:

## 20. 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 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)

Fascia level illuminated sign with awning and projecting sign as existing

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?	2.551 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.31 x Width: 1.4 x Depth: 0 metre(s)
What materials will the sign be made of?	
Knockout – HTF67 FullBantamwt	
What is the maximum height of any of the individual letters and symbols?	14 cm
The colour of text and background	
Black text on white background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	299 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?	2.325 metre(s)
What is the maximum projection of the advertisement from face of building?	1.1 metre(s)
Dimension:	Height: 0.45 x Width: 2.2 x Depth: 0 metre(s)
What materials will the sign be made of?	
Knockout – HTF67 FullBantamwt	
What is the maximum height of any of the individual letters and symbols?	20 cm

## 22. Type of Proposed Advertisement(s)

Projecting or hanging sign(s): 1	
The colour of text and background	
Black text on white background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Projecting or hanging sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.64 metre(s)
Dimension:	Height: 0.3 x Width: 0.64 x Depth: 0 metre(s)
What materials will the sign be made of?	
As existing - only graphic to be replaced	
What is the maximum height of any of the individual letters and symbols?	11 cm
The colour of text and background	
Black text, white background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

## 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

Shown on:

A3132 400  
A3132 602

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	<input type="text" value="10/07/2019"/>
To	<input type="text" value="31/05/3000"/>

## 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

## 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

## 29. Ownership Certificates and Agricultural Land Declaration

**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\* of any part of the land or building to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding\*\*

\* 'owner' is a person with a freehold interest or leasehold interest with at least 7 years left to run. \*\* 'agricultural holding' has the meaning given by reference to the definition of 'agricultural tenant' in section 65(8) of the Act.

**NOTE: You should sign Certificate B, C or D, as appropriate, if you are the sole owner of the land or building to which the application relates but the land is, or is part of, an agricultural holding.**

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.



**30. Declaration**

Date (cannot be pre-application)

10/07/2019