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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"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="184-186"/>
Address line 1	<input type="text" value="Tottenham Court Road"/>
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 7PG"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="529466"/>
Northing (y)	<input type="text" value="181984"/>

Description

184 - 186 Tottenham Court Road are three terraced shop units, situated within Central London - close to both Goodge Street and Warren Street Tube Stations. The properties are situated on the A400 road.

**2. Applicant Details**

Title	<input type="text" value="Ms"/>
First name	<input type="text" value="Jo"/>
Surname	<input type="text" value="Bell"/>
Company name	<input type="text" value="Hollis"/>
Address line 1	<input type="text" value="184-186, Tottenham Court Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	
Postcode	W1T 7PG
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title	Ms
First name	Jo
Surname	Bell
Company name	Hollis
Address line 1	Battersea Studios
Address line 2	80 Silverthorne Road
Address line 3	
Town/city	London
Country	
Postcode	SW8 3HE
Primary number	
Secondary number	
Fax number	
Email	

4. Site Area

What is the measurement of the site area? (numeric characters only).	234.00
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.

Installation of signage, by way of painted timber fascia with non-illuminated aluminium lettering across 184 - 186 Tottenham Court Road.

Installation of new glazed shopfront to 184 Tottenham Court Road to match that of 185-186 Tottenham Court Road (permission granted and works completed last year under application 2018/3296/P).

Installation of 3no. wall mounted air conditioner condensers to the rear of 184-186 Tottenham Court Road to provide air conditioning throughout the internal demise.

5. Description of the Proposal

Has the work or change of use already started? ☐ Yes ☒ No

6. Existing Use

Please describe the current use of the site

The current use of the whole site (184 - 186 Tottenham Court Road) is "Retail".

The properties are vacant and are not in active use.

Is the site currently vacant? ☒ Yes ☐ No

If Yes, please describe the last use of the site

Retail.

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):

Other type of material (e.g. guttering) Fascia to affix signage	
Description of existing materials and finishes (optional):	Timber fascia
Description of proposed materials and finishes:	Timber fascia with non-illuminated aluminium letter signage

Windows	
Description of existing materials and finishes (optional):	Glazed
Description of proposed materials and finishes:	Glazed, to match 185-186 Tottenham Court Road.

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

Existing front elevation: 81732-HLS-00-ZZ-M2-G-10400-A7-REV1.  
Proposed front elevation including signage: 81732-HLS-00-ZZ-M2-G-10400-SO.  
Proposed shopfront details (changes to Unit 184 only): 16996-IS\_01, 16996-001, 16996-002, 16996-03.  
Proposed rear elevation showing wall mounted condensers: 81732-HLS-02-ZZ-M2-G-10450-A7.

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

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

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

Please complete the following information regarding employees:

Type	Full-time	Part-time	Equivalent number of full-time
Existing employees	6		

19. Hours of Opening

Are Hours of Opening relevant to this proposal? ☒ Yes ☐ No

19. 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	Unknown
A1 - Shops	Start Time: 10:00 End Time: 18:00	Start Time: 10:00 End Time: 18:00	Start Time: 11:00 End Time: 17:00	

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:

3no. air conditioning systems, wall mounted to the rear of 184, 185 and 186 Tottenham Court Road. Installation as per attached drawing.

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)

Painted timber fascia with non-illuminated aluminium lettering across all units.

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?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 0.6 x Width: 19.65 x Depth: 0.05 metre(s)
What materials will the sign be made of?	
Timber and aluminium	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
Background: Black timber. Lettering: White aluminium.	
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

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

29/02/2020

To

28/02/2025

### 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

29. Ownership Certificates and Agricultural Land Declaration

Title	Ms
First name	Jo
Surname	Bell
Declaration date (DD/MM/YYYY)	23/12/2019

☒ 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)	23/12/2019
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