

Email: 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	2
Suffix	A
Property name	THE MAGDALA P. H.
Address line 1	SOUTH HILL PARK
Address line 2	
Address line 3	HAMPSTEAD
Town/city	LONDON
Postcode	NW3 2SB

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

Easting (x)	527278
Northing (y)	185719

Description

The Magdala P.H., located close to the Junction of South Hill Park and South End Road

2. Applicant Details

Title	MR
First name	RICHARD
Surname	MORGAN
Company name	
Address line 1	6 TILEFIELDS
Address line 2	HOLLINGBOURNE
Address line 3	
Town/city	MAIDSTONE

2. Applicant Details

Country	United Kingdom	
Postcode	ME171TZ	
Are you an agent acting on behalf of the applicant?		<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number		
Secondary number		
Fax number		
Email address		

3. Agent Details

Title	Mr
First name	Graham
Surname	Wood
Company name	Portico Architecture & Interiors
Address line 1	6
Address line 2	TILEFIELDS
Address line 3	Hollingbourne
Town/city	Maidstone
Country	United Kingdom
Postcode	ME17 1TZ
Primary number	
Secondary number	
Fax number	
Email	

4. Site Area

What is the measurement of the site area? (numeric characters only).	249.00
Unit	Sq. metres

5. Site Information

Title number(s)

Please add the title number(s) for the existing building(s) on the site. If the site has no title numbers, please enter "Unregistered"

Title Number	343437
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Energy Performance Certificate

5. Site Information

Do any of the buildings on the application site have an Energy Performance Certificate (EPC)?

☐ Yes ☒ No

Public/Private Ownership

What is the current ownership status of the site?

☐ Public ☒ Private ☐ Mixed

6. 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.

ADVERTISEMENT APPLICATION (SIGNAGE AND LIGHTING)

Has the work or change of use already started?

☐ Yes ☒ No

7. Further information about the Proposed Development

Are the proposals eligible for the 'Fast Track Route' based on the affordable housing threshold and other criteria?

☐ Yes ☒ No

Do the proposals cover the whole existing building(s)?

☐ Yes ☒ No

Where proposals only affect part(s) of building(s), please provide details (e.g. 'Rear Ground Floor', 'Unit 1 - 1st-3rd Floor')

FRONT AND SIDE GROUND AND FIRST FLOOR ELEVATIONS (SIGNAGE AND LIGHTING)

Current lead Registered Social Landlord (RSL)

If the proposal includes affordable housing, has a Registered Social Landlord been confirmed?
If the proposal does not include affordable housing, select 'No'.

☐ Yes ☒ No

Details of building(s)

Please add details for each new separate building(s) being proposed (all fields must be completed). Please only include existing building(s) if they are increasing in height as part of the proposal.

Building reference	N/A
Maximum height (Metres)	13
Number of storeys	4

Loss of garden land

Will the proposal result in the loss of any residential garden land?

☐ Yes ☒ No

Projected cost of works

Please provide the estimated total cost of the proposal

Up to £2m

8. Vacant Building Credit

Does the proposed development qualify for the vacant building credit?

☐ Yes ☒ No

9. Superseded consents

Does this proposal supersede any existing consent(s)?

☐ Yes ☒ No

10. Development Dates

Please add the expected commencement and completion dates for all phases of the proposed development.
If the entire development is to be completed in a single phase, state in the 'Phase Detail' that it covers the 'Entire Development'.

10. Development Dates

Phase Detail	Commencement Month	Commencement Year	Completion Month	Completion Year
ADVERTISEMENTS AND LIGHTING	May	2021	May	2021

11. Scheme and Developer Information

Scheme Name

Does the scheme have a name? ☐ Yes ☒ No

Developer Information

Has a lead developer been assigned? ☐ Yes ☒ No

12. Existing Use

Please describe the current use of the site

PUBLIC HOUSE (GROUND FLOOR)

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

13. Existing and Proposed Uses

Please add details of the Gross Internal Area (GIA) for all current uses and how this will change based on the proposed development. Details of the floor area for any proposed new uses should also be added.

Following changes to Use Classes on 1 September 2020: The list includes the now revoked Use Classes A1-5, B1, and D1-2 that should not be used in most cases. Also, the list does not include the newly introduced Use Classes E and F1-2. To provide details in relation to these, select 'Other' and specify the use where prompted. View further information on Use Classes. Multiple 'Other' options can be added to cover each individual use. If the 'Other' option is not displayed, please contact our service desk to resolve this.

Use Class	Existing gross internal floor area (square metres)	Gross internal floor area lost (including by change of use) (square metres)	Gross internal floor area gained (including change of use) (square metres)
A4 - Drinking establishments	128	0	0
Total	128	0	0

14. Materials

Does the proposed development require any materials to be used externally? ☒ Yes ☐ No

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

Lighting	
Description of existing materials and finishes (optional):	None
Description of proposed materials and finishes:	Lighting: ECO LED Lighting as detailed

14. Materials

Other SIGNAGE

Description of existing materials and finishes (optional):

Existing Rendered Fascia

Description of proposed materials and finishes:

Rendered Features with Signage added as per attachments submitted

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

Drawing Nr 19.01.07 and 19.01.10 and additional Signage and Lighting details as submitted

15. 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

16. Vehicle Parking

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

☐ Yes ☒ No

17. Electric vehicle charging points

Do the proposals include electric vehicle charging points and/or hydrogen refuelling facilities?

☐ Yes ☒ No

18. 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'.

19. Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's Flood map for planning. You should also refer to national 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

19. Assessment of Flood Risk

☐ Existing water course

☐ Soakaway

☒ Main sewer

☐ Pond/lake

20. 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:

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

21. Open and Protected Space

Will the proposed development result in the loss, gain or change of use of any open space? ☐ Yes ☒ No

Will the proposed development result in the loss, gain or change of use of a site protected with a nature designation? ☐ Yes ☒ No

22. 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

23. Water Management

Please state the expected percentage reduction of surface water discharge (for a 1 in 100-year rainfall event) from the proposal

0

Are Green Sustainable Drainage Systems (SuDS) incorporated into the drainage design for the proposal? ☐ Yes ☒ No

Please state the expected internal residential water usage of the proposal (litres per person per day)

0.00

23. Water Management

Does the proposal include the harvesting of rainfall?

☐ Yes ☒ No

Does the proposal include re-use of grey water?

☐ Yes ☒ No

24. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

☐ Yes ☒ No

25. Residential Units

Does this proposal involve the loss or replacement of any self-contained residential units or student accommodation (including those being rebuilt)?

☐ Yes ☒ No

Does this proposal involve the addition of any self-contained residential units or student accommodation (including those being rebuilt)?

☐ Yes ☒ No

26. Non-Permanent Dwellings

Please add details of any non-permanent dwellings (if used as main residence e.g. caravans, mobile homes, converted railway carriages, etc...), traveller pitches/plots or houseboat moorings that this proposal seeks to add or remove

27. Other Residential Accommodation

Please add details of any non self-contained accommodation, based on the categories in the drop down menu, that this proposal seeks to add, remove or rebuild.

Provision for older people

Please specify the number of proposed rooms, of the types listed below, to be specifically provided for older people

Older persons care home accommodation - Residential care homes (Use Class C2)

0

Older persons supported and specialised accommodation - Hostel (Sui Generis Use)

0

28. Waste and recycling provision

Does every unit in this proposal (residential and non-residential) have dedicated internal and external storage space for dry recycling, food waste and residual waste?

☒ Yes ☐ No

29. Utilities

Water and gas connections

Number of new water connections required

0

Number of new gas connections required

0

Fire safety

Is a fire suppression system proposed?

☐ Yes ☒ No

Internet connections

Number of residential units to be served by full fibre internet connections

0

Number of non-residential units to be served by full fibre internet connections

1

Mobile networks

Has consultation with mobile network operators been carried out?

☐ Yes ☒ No

30. Environmental Impacts

Community energy

Will the proposal provide any on-site community-owned energy generation? ☐ Yes ☒ No

Heat pumps

Will the proposal provide any heat pumps? ☐ Yes ☒ No

Solar energy

Does the proposal include solar energy of any kind? ☐ Yes ☒ No

Passive cooling units

Number of proposed residential units with passive cooling

Emissions

NOx total annual emissions (Kilograms)

Particulate matter (PM) total annual emissions (Kilograms)

Greenhouse gas emission reductions

Are the on-site Greenhouse gas emission reductions at least 35% above those set out in Part L of Building Regulations 2013? ☐ Yes ☒ No

Green Roof

Proposed area of 'Green Roof' to be added (Square metres)

Urban Greening Factor

Please enter the Urban Greening Factor score

Residential units with electrical heating

Number of proposed residential units with electrical heating

Reused/Recycled materials

Percentage of demolition/construction material to be reused/recycled

31. Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees? ☐ Yes ☒ No

32. Hours of Opening

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

33. Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes? ☐ Yes ☒ No

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

34. Hazardous Substances

Does the proposal involve the use or storage of any hazardous substances? ☐ Yes ☒ No

35. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2Nr Fascia boards (Front and Side Elevations), INr High Level (First Floor) Individual letters (THE MAGDALA), 1Nr Pictorial Sign and Bracket. All Ground Floor Signage to be Externally Illuminated - All details shown on submitted documents and drawing.

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?	3.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.023 metre(s)
Dimension:	Height: 0.26 x Width: 0.26 x Depth: 0.023 metre(s)
What materials will the sign be made of? TRICOYA	
What is the maximum height of any of the individual letters and symbols?	26 cm
The colour of text and background Gold individual letters and Script with Red Shadow on a Black 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?	2.75 metre(s)
What is the maximum projection of the advertisement from face of building?	1.4 metre(s)
Dimension:	Height: 1.2 x Width: 0.9 x Depth: 0.05 metre(s)
What materials will the sign be made of? Timber and Sheet Metal	
What is the maximum height of any of the individual letters and symbols?	26 cm
The colour of text and background Gold Script with Red Shadow on a Black 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

Other type(s): Please add details of each proposed advertisement

35. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	7.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.26 x Width: 0.26 x Depth: 0.05 metre(s)
What materials will the sign be made of? TRICOYA	
What is the maximum height of any of the individual letters and symbols?	26 cm
The colour of text and background Gold with Red Shadow individual letters	
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 describe each of the 'Other type(s)' of advertising proposed

2Nr Menu Holders

36. 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

37. Advertisement(s) Period

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

From	14/05/2021
To	14/05/2026

38. 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

39. Pre-application Advice

- Has assistance or prior advice been sought from the local authority about this application? ☐ Yes ☒ No

40. 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?

41. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☐ Yes ☒ No

42. 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	MR
First name	GRAHAM
Surname	WOOD
Declaration date (DD/MM/YYYY)	29/04/2021

☒ Declaration made

43. 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)	29/04/2021
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