



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	27
Suffix	
Property name	
Address line 1	King Street
Address line 2	Covent Garden
Address line 3	
Town/city	London
Postcode	WC2E 8JD
Description of site location must be completed if postcode is not known:	
Easting (x)	530196
Northing (y)	180842
Description	

2. Applicant Details

Title	Mrs
First name	Ajanta
Surname	Kalyanpur
Company name	Reformation
Address line 1	Suite 202
Address line 2	8840 Washington Blvd.
Address line 3	
Town/city	Culver City

2. Applicant Details

Country	
Postcode	CA 90232
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	
First name	Marco
Surname	Guarnieri
Company name	Guarnieri Architects
Address line 1	3 Futura House
Address line 2	169 Grange Road
Address line 3	
Town/city	London
Country	United Kingdom
Postcode	SE1 3BN
Primary number	
Secondary number	
Fax number	
Email	

4. Site Area

What is the measurement of the site area? (numeric characters only).	225.00
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	NGL969242
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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 note in regard to:

- Fire Statements - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. View government planning guidance on fire statements or access the fire statement template and guidance.
- Permission In Principle - 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.
- Public Service Infrastructure - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or view government planning guidance on determination periods.

Description

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

Display of fascia, hanging and window vinyl advertisement sign. Shop window frames to return to original wooden finish. Removal of entrance side light lanterns. Re-paint of shopfront. External entrance planters.

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')

Unit 9 - Shopfront and street elevation at ground floor level

Current lead Registered Social Landlord (RSL)

If the proposal includes affordable housing, has a Registered Social Landlord been confirmed?

☐ Yes ☒ No

If the proposal does not include affordable housing, select '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	1
Maximum height (Metres)	17.8
Number of storeys	5

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'.

Phase Detail	Commencement Month	Commencement Year	Completion Month	Completion Year
Entire Development	April	2022	June	2022

11. Scheme and Developer Information

Scheme Name

Does the scheme have a name?

☒ Yes☐ No

Please enter the scheme name

Reformation Flagship shop

Developer Information

Has a lead developer been assigned?

☐ Yes☒ No

12. Existing Use

Please describe the current use of the site

Retail

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

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)
A1 - Shops	425.7	0	0
Total	425.7	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):

Walls	
Description of existing materials and finishes (optional):	Off white paint
Description of proposed materials and finishes:	Off white paint: Benjamin Moore - Dove Wing OC-18

Other Fascia sign	
Description of existing materials and finishes (optional):	NA
Description of proposed materials and finishes:	Powder coated metal. Black lettering on white background

Other Hanging sign	
Description of existing materials and finishes (optional):	NA
Description of proposed materials and finishes:	Powder coated metal - Black lettering on white background

Windows	
Description of existing materials and finishes (optional):	Green paint
Description of proposed materials and finishes:	Wood natural finish

Doors	
Description of existing materials and finishes (optional):	Green paint
Description of proposed materials and finishes:	Wood natural finish

Other Planters	
Description of existing materials and finishes (optional):	NA
Description of proposed materials and finishes:	Decorative plaster finish

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

Proposed Shopfront Elevation Design Access and Heritage Statement
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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

15. 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

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

☐ 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:

20. 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

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

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

26. Non-Permanent Dwellings

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

0

Emissions

NOx total annual emissions (Kilograms)

0.00

Particulate matter (PM) total annual emissions (Kilograms)

0.00

Greenhouse gas emission reductions

30. Environmental Impacts

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

Please add details of the of the Use Classes and hours of opening for each non-residential use proposed.

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 or any 'Sui Generis' use, select 'Other' and specify the use where prompted. Multiple 'Other' options can be added to cover each individual use. View further information on Use Classes.

If you do not know the hours of opening, select the Use Class and tick 'Unknown' in the popup box.

Use	Monday to Friday	Saturday	Sunday and Bank Holidays	Unknown
A1 - Shops	Start Time: 11:00 End Time: 19:00	Start Time: 11:00 End Time: 19:00	Start Time: 12:00 End Time: 18:00	

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)

-Halo lit fascia sign: black lettering
-Externally illuminated projecting hanging sign: black lettering on white background
-Window shop vinyl corporate advertisement: matte white lettering
-Window shop vinyl address number: matte white lettering
-Window shop vinyl opening hours: matte white lettering

35. Type of Proposed Advertisement(s)

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?	3.688 metre(s)
What is the maximum projection of the advertisement from face of building?	0.076 metre(s)
Dimension:	Height: 0.203 x Width: 1.648 x Depth: 0.051 metre(s)
What materials will the sign be made of? metal channels with polycarbonate backing	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background sating black text with no background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	3.4 metre(s)
What is the maximum projection of the advertisement from face of building?	1.143 metre(s)
Dimension:	Height: 0.305 x Width: 0.914 x Depth: 0.063 metre(s)
What materials will the sign be made of? powdercoated aluminium sign with painted acrylic lettering	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background satin black text on satin white background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	100 cd/m2
Will the illumination be static or intermittent?	Static

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

Other type(s): 1

35. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.067 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.127 x Width: 1.03 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl applied to glass surface	
What is the maximum height of any of the individual letters and symbols?	13 cm
The colour of text and background matte white text with no 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?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	2.962 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.076 x Width: 0.112 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl applied to glass surface	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background matte white text with no 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?	

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	1.185 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.061 x Width: 0.172 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl applied to glass surface	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background matte white text with no background	
Will the sign be illuminated?	No

35. Type of Proposed Advertisement(s)

Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Please describe each of the 'Other type(s)' of advertising proposed

Logo centred to shop window
Address number on transom window
Opening hours on entrance door

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	01/04/2022
To	01/04/2027

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

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	
First name	
Surname	
Reference	P21/00580
Date (Must be pre-application submission)	17/08/2021

Details of the pre-application advice received

Externally, the proposed signage appears suitable in terms of siting and illumination, however the placement of the projecting sign on the fascia would appear to conflict with an existing CCTV camera, which would appear to clutter the facade. It appears that previous occupiers have used the existing traditional bracket, which would be supported if the sign were of an appropriate size. You are advised that signage proposals will require both listed building and advertisement consent.

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

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

42. 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; or
- ☐ The applicant is the sole owner of all the land or buildings to which this application relates and there are no other owners* and/or agricultural tenants**.

* 'owner' is a person with a freehold interest or leasehold interest with at least 7 years 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	
Number	14
Suffix	
House Name	Regal House
Address line 1	James Street
Address line 2	
Town/city	London
Postcode	WC2E 8BU
Date notice served (DD/MM/YYYY)	17/12/2021

Person role

- ☐ The applicant
- ☒ The agent

Title	<input type="text"/>
First name	<input type="text" value="Marco"/>
Surname	<input type="text" value="Guarnieri"/>
Declaration date (DD/MM/YYYY)	<input type="text" value="17/12/2021"/>

42. Ownership Certificates and Agricultural Land Declaration

☒ 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)

23/12/2021