

# Development Control

Mulberry Place,  
5 Clove Crescent, London E14 2BG  
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## Application for Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

### 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.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)  Northing (y)

Description

The application site is the building located at 1 Wentworth Street, London which sits within the Wentworth Street Conservation Area, on the north side of Wentworth Street. The building is an unusual corner building, stuccoed, with rusticated pilasters and a pediment on the corner, built in the 19th century. The property is not listed.

## Applicant Details

### Name/Company

Title

Mr

First name

Ross

Surname

Hughes

Company Name

London Borough of Tower Hamlets

### Address

Address line 1

Mulberry Place

Address line 2

PO Box 55739

Address line 3

5 Clove Crescent

Town/City

London

Country

Postcode

E14 2BG

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Agent Details

Name/Company

Title

Ms

First name

Emma

Surname

Flynn

Company Name

Royffe Flynn

## Address

Address line 1

Ty Cerbyd

Address line 2

Mathry

Address line 3

Town/City

Haverfordwest

Country

United Kingdom

Postcode

SA62 5EZ

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Site Area

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

96.00

Unit

Sq. metres

## Site information

**Please note:** This question is specific to applications within the Greater London area.

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[View more information on the collection of this additional data and assistance with providing an accurate response.](#)

### 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:**  
EGL493691

### Energy Performance Certificate Number

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

## 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

Proposed new shopfront, new replacement console bracket, awnings, installation of new internal open grille internal roller shutter and signage. Upper level works include removal and replacement of existing signage and repair/reinstatement of windows behind the signage, removal of current paint finish, repair of render and re-painting. Roof to be fully repaired, conservation repair/replacement and painting of windows and sills as necessary.

Proposed upper level signage to include hand painted artworks and one projecting hanging sign.

Has the work or change of use already started?

- Yes  
 No

## Further information about the Proposed Development

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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')

External facade and roof works only - to ground floor shopfront and all upper levels.

### 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:**

No new buildings

**Maximum height (Metres):**

0

**Number of storeys:**

0

**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

## Vacant Building Credit

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Does the proposed development qualify for the vacant building credit?

- Yes  
 No

## Superseded consents

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Does this proposal supersede any existing consent(s)?

- Yes  
 No

## Development Dates

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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:**

Entire Development

**When are the building works expected to commence?:**

2022-07

**When are the building works expected to be complete?:**

2023-03

## Scheme and Developer Information

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### Scheme Name

Does the scheme have a name?

Yes

No

### Developer Information

Has a lead developer been assigned?

Yes

No

## Existing Use

Please describe the current use of the site

Use type is A1 Retail. The ground floor shop and upper levels is currently occupied by Majestic Textiles, an African Fabrics retailer.

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

## Existing and Proposed Uses

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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.

Use Class:

A1 - Shops

Existing gross internal floor area (square metres):

96

Gross internal floor area lost (including by change of use) (square metres):

0

Gross internal floor area gained (including change of use) (square metres):

0

**Total Existing gross internal  
floorspace (square metres)**

96

**Gross internal floor area lost (including by  
change of use) (square metres)**

0

**Gross internal floor area gained (including  
change of use) (square metres)**

0

## 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)

**Type:**  
Windows

**Existing materials and finishes:**  
Aluminium shopfront

**Proposed materials and finishes:**  
Traditional hardwood timber shopfront with timber fascia, stallriser, toplights, cast iron vent and traditional awning. Refer to drawings for colours and proposed signage.

**Type:**  
Walls

**Existing materials and finishes:**  
Missing console brackets

**Proposed materials and finishes:**  
Recasting and installation of missing console bracket, repair of existing console brackets as denoted on the drawings. Painting to console brackets with Keim mineral paint in a neutral stone colour.

**Type:**  
Doors

**Existing materials and finishes:**  
Aluminium door

**Proposed materials and finishes:**  
Solid hardwood traditional timber doors. Refer to drawings for colours and proposed signage.

**Type:**  
Other

**Other (please specify):**  
Upper level walls

**Existing materials and finishes:**  
Painted pink render in a state of disrepair.

**Proposed materials and finishes:**  
Removal of current paint finish, repair of render and re-painting in a stone colour Keim mineral paint.

**Type:**  
Roof

**Existing materials and finishes:**  
Slate and felt roof in need of repair

**Proposed materials and finishes:**  
Replacement of like for like as required - reclaimed welsh slate tiles, felt to flat roof and repair to leadwork.

**Type:**  
Other

**Other (please specify):**  
Upper level windows

**Existing materials and finishes:**  
Existing windows are timber are traditional sash and casement windows, probably early 20th century, in need of refurbishment.

**Proposed materials and finishes:**  
Conservation repair and refurbishment to existing windows to include all box frames, sash cords, lead weights, pulleys and retain/reinstate window furniture in accordance with Historic England Guidance "Traditional Windows: Their Care, Repair and Upgrading (2017)". New staff and parting beads, hardwood sub-cills throughout to match original joinery sections. New window sashes/casements where required to match

existing joinery sections and glazing pattern. Glazing in slimlite individual double glazed lights including draught stripping and black iron catches and stays.

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

Location Plan: EX050

Street Elevations and views:

Existing Street Elevation - EX\_200

Existing & Proposed Street Elevation - PR\_201

Existing & Proposed Street Elevation - PR\_202

Proposed View - PR\_VIEW\_04

Proposed View - PR\_VIEW\_05

Proposed View - PR\_VIEW\_06

Proposed View - PR\_VIEW\_07

D&A Statement: PR101

Plans and drawings:

Existing & demolition Elevation & Section - EX200

Proposed Elevation - PR200

Proposed Elevation - PR201

Proposed Elevation Detail - PR1100

Proposed Elevation Detail - PR1101

Proposed Section Detail - PR1102

Typical Shopfront View and Reference Images - V\_100

Typical Shopfront Section Detail - PR1300

## **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

## Vehicle Parking

**Please note:** This question contains additional requirements specific to applications within Greater London.

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

- Yes  
 No

## Electric vehicle charging points

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

- Yes  
 No

## 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 the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The 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'.**

## 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

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

## 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

### Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

## Open and Protected Space

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Open Space

Will the proposed development result in the loss, gain or change of use of any open space?

Yes

No

Protected Space

Will the proposed development result in the loss, gain or change of use of a site protected with a nature designation?

Yes

No

## 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

## Water management

**Please note:** This question is specific to applications within the Greater London area.

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

0	percent
---	---------

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

0.00	litres per person per day
------	---------------------------

Does the proposal include the harvesting of rainfall?

- Yes
- No

Does the proposal include re-use of grey water?

- Yes
- No

## Trade Effluent

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

- Yes
- No

## Residential Units

**Please notes:** This question contains additional requirements specific to applications within Greater London.

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### Residential Units to be lost

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

Yes

No

### Residential Units to be added

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

Yes

No

## Non-Permanent Dwellings

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Does this proposal involve the loss or gain of any non-permanent dwellings? Note that this covers any non-permanent dwellings if used as main residence (e.g. caravans, mobile homes, converted railway carriages), traveller pitches/plots or houseboat moorings.

Yes

No

## Other Residential Accommodation

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Does this proposal involve the loss or gain of any other residential accommodation? Note that this covers all other permanent residential accommodation that is outside of Use Classes C3 and C4 (apart from student accommodation), including rooms that are specifically provided for older persons.

Yes

No

## Waste and recycling provision

**Please note:** This question contains additional requirements specific to applications within the Greater London area. The Mayor can request relevant information about spatial planning in Greater London under [Section 346 of the Greater London Authority Act 1999](#).

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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

## Utilities

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### Water and gas connections

Number of new water connections required

Number of new gas connections required

### Fire safety

Is a fire suppression system proposed?

Yes

No

### Internet connections

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

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

### Mobile networks

Has consultation with mobile network operators been carried out?

Yes

No

## Environmental Impacts

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### 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

Are the on-site Green House 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)

0.00

### Urban Greening Factor

Please enter the Urban Greening Factor score

0.00

### Residential units with electrical heating

Number of proposed residential units with electrical heating

0

### Reused/Recycled materials

Percentage of demolition/construction material to be reused/recycled

0

## Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

Yes

No

### Existing Employees

Please complete the following information regarding existing employees:

Full-time

2

Part-time

1

Total full-time equivalent

2.50



## Proposed Employees

If known, please complete the following information regarding proposed employees:

Full-time

2

Part-time

1

Total full-time equivalent

2.50

## Hours of Opening

Are Hours of Opening relevant to this proposal?

- Yes  
 No

## 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

## Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

- Yes  
 No

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1. Existing oversized signage boxes are to be removed to reveal the original painted timber fascias which will be repaired and painted to take hand painted signage. Fascias to sit behind console brackets so these are made prominent.
2. Temporary vinyl decals to be applied to windows internally - Refer to drawings for colours, formats and set out.
3. Traditional awnings are to be reinstated and made operational. Logo/name of premises to be applied to top of new traditional Victorian awning
4. Traditional projecting hanging sign
5. "PETTICOAT LANE" lettering artwork hand painted directly to the render
7. Petticoat lane market hand painted central panel under pediment.

**Advertisement Type:**

Fascia Sign

**Height:**

0.533 metres

**Width:**

4.44 metres

**Depth:**

0.05 metres

**What is the height from the ground to the base of the advertisement?:**

2.575 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

30 centimetres

**What materials will the advertisement be made of?:**

Traditional painted existing timber fascia with hand painted signage. Refer to drawings for details.

**The colour of text and background:**

Gold text on racing green background

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.533 metres

**Width:**

2.95 metres

**Depth:**

0.05 metres

**What is the height from the ground to the base of the advertisement?:**

2.575 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

30 centimetres

**What materials will the advertisement be made of?:**

Traditional painted existing timber fascia with hand painted signage. Refer to drawings for details.

**The colour of text and background:**

Gold text on racing green background

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.533 metres

**Width:**

1.833 metres

**Depth:**

0.05 metres

**What is the height from the ground to the base of the advertisement?:**

2.577 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

45 centimetres

**What materials will the advertisement be made of?:**

Traditional painted existing timber fascia with hand painted signage. Refer to drawings for details.

**The colour of text and background:**

Gold text on racing green background

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.533 metres

**Width:**

4.414 metres

**Depth:**

0.05 metres

**What is the height from the ground to the base of the advertisement?:**

2.59 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

30 centimetres

**What materials will the advertisement be made of?:**

Traditional painted existing timber fascia with hand painted signage. Refer to drawings for details.

**The colour of text and background:**

Gold text on racing green background

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.5 metres

**Width:**

0.25 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.01 metres

**What is the maximum height of any of the individual letters and symbols?:**

8 centimetres

**What materials will the advertisement be made of?:**

Window vinyl decals applied internally.

**The colour of text and background:**

Gold on clear glazing

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.7 metres

**Width:**

4.44 metres

**Depth:**

1.85 metres

**What is the height from the ground to the base of the advertisement?:**

2.3 metres

**What is the maximum projection of the advertisement from the face of the building?:**

1.85 metres

**What is the maximum height of any of the individual letters and symbols?:**

75 centimetres

**What materials will the advertisement be made of?:**

Vinyl applied to canvas awning (Traditional Victorian Style)

**The colour of text and background:**

Gold text on racing green awning fabric colour.

**Will the advertisement be illuminated?:****Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.7 metres

**Width:**

0.5 metres

**Depth:**

0.015 metres

**What is the height from the ground to the base of the advertisement?:**

3.93 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.72 metres

**What is the maximum height of any of the individual letters and symbols?:**

1 centimetres

**What materials will the advertisement be made of?:**

Powdercoated and black painted steel bracket and aluminium hanging sign with hand painted lettering.

**The colour of text and background:**

TBC

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.55 metres

**Width:**

10.729 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

5.56 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.01 metres

**What is the maximum height of any of the individual letters and symbols?:**

45 centimetres

**What materials will the advertisement be made of?:**

Painted - artwork hand painted directly onto painted rendered wall

**The colour of text and background:**

Black with white drop shadow on cream background, applied to stone colour render.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

2.45 metres

**Width:**

1.3 metres

**Depth:**

0.025 metres

**What is the height from the ground to the base of the advertisement?:**

3.85 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.025 metres

**What is the maximum height of any of the individual letters and symbols?:**

20 centimetres

**What materials will the advertisement be made of?:**

Artwork hand painted directly onto an aluminium/ply panel mounted to the rendered wall and framed in solid hardwood.

**The colour of text and background:**

Black, white and red/brown text on a cream background.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

160 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.7 metres

**Width:**

2.95 metres

**Depth:**

1.85 metres

**What is the height from the ground to the base of the advertisement?:**

2.3 metres

**What is the maximum projection of the advertisement from the face of the building?:**

1.85 metres

**What is the maximum height of any of the individual letters and symbols?:**

75 centimetres

**What materials will the advertisement be made of?:**

Vinyl applied to canvas awning (Traditional Victorian Style)

**The colour of text and background:**

Gold text on racing green awning fabric colour.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.7 metres

**Width:**

1.83 metres

**Depth:**

1.85 metres

**What is the height from the ground to the base of the advertisement?:**

2.3 metres

**What is the maximum projection of the advertisement from the face of the building?:**

1.85 metres

**What is the maximum height of any of the individual letters and symbols?:**

75 centimetres

**What materials will the advertisement be made of?:**

Vinyl applied to canvas awning (Traditional Victorian Style)

**The colour of text and background:**

Gold text on racing green awning fabric colour.

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.7 metres

**Width:**

4.41 metres

**Depth:**

2 metres

**What is the height from the ground to the base of the advertisement?:**

2.3 metres

**What is the maximum projection of the advertisement from the face of the building?:**

2 metres

**What is the maximum height of any of the individual letters and symbols?:**

75 centimetres

**What materials will the advertisement be made of?:**

Vinyl applied to canvas awning (Traditional Victorian Style)

**The colour of text and background:**

Gold text on racing green awning fabric colour.

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.55 metres

**Width:**

4.4 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

5.56 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

45 centimetres

**What materials will the advertisement be made of?:**

Painted - artwork hand painted directly onto painted rendered wall

**The colour of text and background:**

Black with white drop shadow on cream background, applied to stone colour render.

**Will the advertisement be illuminated?:**

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

- Temporary vinyl decals to be applied to windows internally.
- Vinyl applied to canvas awning (Traditional Victorian Style)
- Artworks hand painted directly to the render,
- Artworks hand painted directly to aluminium panel and mounted on render

Refer to drawings for colours, formats and set out.

## 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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Existing & Demolition Elevations - EX\_200, EX201, EX202

Will the proposed advertisement(s) project over a footpath or other public highway?

- Yes  
 No

## Advertisement(s) Period

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

From Date

30/06/2022

To Date

30/06/2036

## 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

## 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

\*\*\*\*\* REDACTED \*\*\*\*\*

First Name

\*\*\*\*\* REDACTED \*\*\*\*\*

Surname

\*\*\*\*\* REDACTED \*\*\*\*\*

Reference

NA

Date (must be pre-application submission)

05/04/2022

Details of the pre-application advice received

Pre-planning conversations were held with the Tower Hamlets Planning and Heritage teams, and Historic England, to include attendees: Vicki Lambert, Kim Louis, Anna Zucchelli, Richard Parish (Historic England), Rosie Clements (Historic England). We have also consulted readily with the Spitalfields Trust. Details of the pre-application advice received as follows:

- Extensive conversations regarding the upper level signage in terms of type, application, content, size and location. Current designs agreed as acceptable in principle.
- Hanging sign agreed as acceptable in principle provided it was mounted to align with the neighbouring art deco Bina Shoe sign.



## 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.

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?

- Yes
- No

If yes, please provide details of their name, role, and how they are related:

\*\*\*\*\* REDACTED \*\*\*\*\*

## 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

## Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- Yes
- No

Can you give appropriate notice to all the other owners/agricultural tenants? (Select 'Yes' if there are no other owners/agricultural tenants)

- Yes
- No

### Certificate Of Ownership - Certificate B

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 left 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:**

\*\*\*\*\* REDACTED \*\*\*\*\*

**House name:**

**Number:**

74

**Suffix:**

**Address line 1:**

Middlesex Street

**Address Line 2:**

**Town/City:**

London

**Postcode:**

E1 7EX

**Date notice served (DD/MM/YYYY):**

27/03/2022

**Person Family Name:**

Person Role

The Applicant

The Agent

Title

Ms

First Name

Emma

Surname

Flynn

Declaration Date

21/04/2022

Declaration made

## Declaration

I / We hereby apply for Full planning & display of advertisements as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Emma Flynn

Date

27/04/2022