



Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) 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

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

**2. Applicant Details**

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	United Kingdom
Postcode	W1F 9JT
Are you an agent acting on behalf of the applicant?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Primary number	
Secondary number	
Fax number	
Email address	

## 3. Agent Details

No Agent details were submitted for this application

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of internally illuminated 48-sheet D-Poster display.  
- Level of illumination to comply with Institute of Lighting Professionals' PLG05 (Max 3000 cd/sqm during day - max 300 cd/sqm at night)  
- Frequency of images to be once every 10 seconds, and;  
- Advertisements will be static - no moving or flashing images, or video, to be shown.

Please select the type(s) of advertising you are proposing:

- Fascia sign(s)  
 Projecting or hanging sign(s)  
 Hoarding(s)  
 Other type(s)

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0.269 metre(s)
What materials will the sign be made of? Pressed metal and reinforced plastic enclosing a digital display	
What is the maximum height of any of the individual letters and symbols?	300 cm
The colour of text and background Static text and images changing every ten seconds	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	3000 cd/m2
Will the illumination be static or intermittent?	Static

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

Installation of internally illuminated 48-sheet D-Poster display.  
- Level of illumination to comply with Institute of Lighting Professionals' PLG05  
- Frequency of images to be once every 10 seconds, and;  
- Advertisements will be static - no moving or flashing images, or video, to be shown.

## 5. 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

## 6. Advertisement(s) Period

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

From

01/09/2021

To

01/09/2026

## 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes  No

## 8. 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

## 9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes  No

## 10. 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

## 11. 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?

## 12. 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)

20/07/2021