



## 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	<input type="text"/>
Postcode	<input type="text" value="WD7 7LW"/>
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

## 3. Agent Details

Title	<input type="text" value="Miss"/>
First name	<input type="text" value="Cristina"/>
Surname	<input type="text" value="Buta"/>
Company name	<input type="text" value="CAF Constructions LTD"/>
Address line 1	<input type="text" value="Dellcroft"/>
Address line 2	<input type="text" value="Craigmount"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Radlett"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="WD7 7LW"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

## 4. Type of Proposed Advertisement(s)

Please describe the 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)

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?

3 metre(s)

#### 4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 6.4 x Width: 9.8 x Depth: 0.1 metre(s)
What materials will the sign be made of? polyester	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background black background and white letters	
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?	

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

Advertisement attached to the scaffolding

#### 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  No

If yes, please provide details

The advertisement is already in place. The banner is situated within the boundary of our property, we considered that it does not require a planning application, however we have been advised that we will need to apply for approval.

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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

34 & 34A Townshend Road, scaffolding banner drawings

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

01/03/2021

To

31/10/2021

#### 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?

## 8. Site Visit

- 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

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	Miss
First name	
Surname	
Reference	21/73948/F - 34 Townshend Road, London, NW8 6LE

Date (Must be pre-application submission)

15/03/2021
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Details of the pre-application advice received

Town and Country Planning Act 1990  
Planning (Listed Buildings and Conservation Areas) Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Re: Display of a large shroud advertisement to the scaffolding without consent at 34 Townshend Road, London, NW8 6LE  
It has been brought to my attention that a large shroud advertisement is being displayed on the scaffolding at the above address as shown in the photograph below.  
Following an inspection of the premises and an examination of the relevant planning records, I consider that this advertisement is unauthorised because it has been installed without obtaining express advertisement consent from the City Council, and does not benefit from deemed consent under the above Regulations.  
I must also advise you that the unauthorised display of an advertisement is an offence under Section 224 of the Town and Country Planning Act 1990. Any person found guilty of such an offence is liable to a fine of up to £2,500 upon conviction in the Magistrates' Court and up to £250 per day should the offence continue after a first conviction.  
Therefore, I request that you remove the unauthorised advertisement within 14 days of the date on this letter, after which time the property will be reinspected. I would also wish to receive written confirmation within 7 days of the date on this letter that this requirement will be met.  
If I do not receive such confirmation and the advertisement remains in place, I will have no option but to instruct the City Council's Director of Law to commence prosecution procedures as I consider appropriate.  
If you are unclear as to what this letter is asking you to do, please contact the case officer en/w1dem  
whose name is given at the top of this letter. However, even if you do this, the above requirements and deadlines will still apply.  
Yours faithfully  
For ROALD PIPER  
PLANNING ENFORCEMENT TEAM LEADER

## 10. Interest In the Land

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

19/03/2021