

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	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Staples Corner Retail Park, Unit 4"/>
Address line 1	<input type="text" value="Geron Way"/>
Address line 2	<input type="text" value="Cricklewood"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW2 6LW"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="522838"/>
Northing (y)	<input type="text" value="187148"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="Hynd"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="DSG Retail Ltd"/>
Address line 2	<input type="text" value="1 Portal Way"/>
Address line 3	<input type="text"/>
Town/city	<input type="text"/>

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="W3 6RS"/>
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="Sophie"/>
Surname	<input type="text" value="Boyce"/>
Company name	<input type="text" value="Greens the Signmakers Limited"/>
Address line 1	<input type="text" value="Greens Signmakers"/>
Address line 2	<input type="text" value="Freightliner Road"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="KINGSTON UPON HULL"/>
Country	<input type="text"/>
Postcode	<input type="text" value="HU3 4UW"/>
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)

3no internally illuminated econoflex box signs (Front elevation, rear elevation, side elevation)
2no non illuminated retro frame signs (either side of main entrance)
1no opening hours vinyl
1no 'you're here to shop, we're here to help' vinyl
2no set of window graphics (either side of main entrance) (1 x 'Too much tech? Never!' 8 panels @ 2600 x 1280mm) (1 x 'Feel it. Try it. Buy it.' 8 panels @ 2600 x 1280mm)

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

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	4.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 4.5 x Width: 13.15 x Depth: 0.15 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	400 cm
The colour of text and background	
White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 2.705 x Width: 8.7 x Depth: 0.15 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	270 cm
The colour of text and background	
White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	4.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 2 x Width: 6 x Depth: 0.15 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	200 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
White text and logo on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	4.967 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.805 x Width: 4.055 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	36 cm
The colour of text and background	
Purple text on yellow 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?	

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 18.05 x Width: 4.055 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	43 cm
The colour of text and background	
Purple text on blue 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?	

4. Type of Proposed Advertisement(s)

Fascia sign(s): 6	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.65 x Width: 2.2 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	
White text on purple background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m ²
Will the illumination be static or intermittent?	

Fascia sign(s): 7	
What is the height from the ground to the base of the advertisement?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1 x Width: 13.15 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background	
White text on purple background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m ²
Will the illumination be static or intermittent?	

Fascia sign(s): 8	
What is the height from the ground to the base of the advertisement?	0.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 5.12 x Width: 5.2 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	100 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Purple text on a yellow 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?	

Fascia sign(s): 9	
What is the height from the ground to the base of the advertisement?	0.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 5.12 x Width: 5.2 x Depth: 0 metre(s)
What materials will the sign be made of?	
Vinyl	
What is the maximum height of any of the individual letters and symbols?	100 cm
The colour of text and background	
Purple text on a pink 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?	

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

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

Existing photos in artwork supplied

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

To

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

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)