



## 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	23
Suffix	
Property name	
Address line 1	Old Bond Street
Address line 2	
Address line 3	
Town/city	London
Postcode	W1S 4PZ

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

Easting (x)	529097
Northing (y)	180585

Description

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**2. Applicant Details**

Title	Mr
First name	Tyron
Surname	Pengelly Stewart
Company name	Stella McCartney
Address line 1	23, Old Bond Street
Address line 2	
Address line 3	
Town/city	London

2. Applicant Details

Country

Postcode

W1S 4PZ

Are you an agent acting on behalf of the applicant?

YesNo

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)

Temporary LED Christmas lights on the facade of the building from November 14th 2021 - January 5th 2022.

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?	4.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 11.5 x Width: 9 x Depth: 0.2 metre(s)
What materials will the sign be made of? Mounting frames - Powder coated mild steel ERW Hollow section and weldmesh./ Illuminated Icons – LED rope light, powder coated mild steel frames./ Twinkly lights – electrical cable, LED lamps./ Rigging – Steel wire rope.	
What is the maximum height of any of the individual letters and symbols?	120 cm
The colour of text and background  Various Illuminated Colours	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	50 cd/m2
Will the illumination be static or intermittent?	Static

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

Temporary LED Christmas lights on the facade of the building from November 14th 2021 - January 5th 2022.

## 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

14/11/2021

To

05/01/2022

## 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?

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

**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)

02/09/2021