



## 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

Postcode

Are you an agent acting on behalf of the applicant?

Yes  No

Primary number

Secondary number

Fax number

Email address

## 3. Agent Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

Country

Postcode

Primary number

Secondary number

Fax number

Email

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of non-illuminated banner wrapping the façade retention system on the Queensway frontage and part of the Porchester Gardens and Redan Place frontage of the site until November 2023.

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 hoarding

Hoarding(s): 1

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

0 metre(s)

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

What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6.63 x Width: 13.66 x Depth: 0 metre(s)
What materials will the sign be made of?	N/A
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	White and Black
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?	

Hoarding(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 50.97 x Width: 13.66 x Depth: 0 metre(s)
What materials will the sign be made of?	N/A
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	Black and White
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?	

Hoarding(s): 3	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 79.86 x Width: 13.66 x Depth: 0 metre(s)
What materials will the sign be made of?	N/A
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	Black and White

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

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?	

Hoarding(s): 4	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 90.92 x Width: 16.82 x Depth: 0 metre(s)
What materials will the sign be made of?	
N/A	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Black and White	
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?	

Hoarding(s): 5	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 19.27 x Width: 17.97 x Depth: 0 metre(s)
What materials will the sign be made of?	
N/A	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Black and White	
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

## 5. Location of Advertisement(s)

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

03/11/2021

To

03/11/2023

## 7. Neighbour and Community Consultation

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

Yes  No

If Yes, please provide details:

The South East Bayswater Residents Association (SEBRA) and the Queensway Residents Association (QRA) have both been consulted about the proposal, as have Ward Councillors.

## 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)

06/10/2021