westminster.gov.uk/planning

Development Planning New Applications PO Box 732 Redhill, RH1 9FL



## Application for Consent to Display an Advertisement(s)

# Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### 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.

## **Site Location**

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	33
Suffix	
Property Name	
Address Line 1	
Whitehall	
Address Line 2	
Address Line 3	
City Of Westminster	
Town/city	
London	
Postcode	
SW1A 2BX	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
530085	180286
Description	

# **Applicant Details**

# Name/Company

## Title

MR

First name

SIMON

Surname

PETTIFER

## Company Name

GREENE KING

# Address

Address line 1

SILVER CROSS

## Address line 2

33 Whitehall

## Address line 3

## Town/City

London

## County

City Of Westminster

Country

## Postcode

SW1A 2BX

Are you an agent acting on behalf of the applicant?

⊘ Yes

ONo

# **Contact Details**

Primary number

Secondary number	
Fax number	
Email address	
Agent Details	
Name/Company	
Title	
Mrs	
First name	
Gillian	
Surname	
Shepley	
Company Name	
Ashleigh Signs	
Address	
Address line 1	
Ashleigh House	
Address line 2	
Beckbridge Road	
Address line 3	
Normanton	
Town/City	
County	
Country	
Postcode	
WF6 1TE	

# **Contact Details**

Primary number

*** REDACTED *****	
ondary number	
number	
ail address	
*** REDACTED *****	

# Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE, 1X DOUBLE SIDED PROJECTING PICTORIAL FITTED TO EXISTING GIBBET. 3X SETS OF SIGN WRITTEN HOUSE NAMES, 1X AMENITY BOARD, 1X FASCIA SIGN, 2X SMALL AMENITY SIGNS, 5X WALL LIGHTS, 2X MENU CASES, 2X SETS OF SIGN WRITTEN NUMBERS Please specify the type(s) and details of each proposed advertisement

#### Advertisement Type:

Projecting or Hanging Sign

# Height:

1.2 metres

Width: 0.82 metres

## Depth:

0.07 metres

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

2.8 metres

#### What is the maximum projection of the advertisement from the face of the building?:

1 metres

What is the maximum height of any of the individual letters and symbols?: 60 centimetres

#### What materials will the advertisement be made of?:

ITEM 01 (Qty 1) PICTORIAL Double sided timber pictorial sign. Featuring: • Standard 900 mm GK Illuminated header finished RAL 6005, crown finished Lechler MR3310. • 8 mm acrylic letters finished NCS N9145 / 5 mm acrylic letters finished Lechler MR3310. • Re-use the existing decorative gibbet. • Timber plywood panel finished F&B Off-Black. • Softwood trim stained F&B Off-Black. • Full colour digital print. • 2No. Slimline LED trough lights. • Warm white illumination.

The colour of text and background: AS DRAWING

Will the advertisement be illuminated?: Yes

Will the advertisement be illuminated internally or externally?: Externally

Illuminance levels: 250 cd/m<sup>2</sup>

Will the illumination be static or intermittent?: Static

#### Advertisement Type:

Fascia Sign

Height: 0.3 metres

Width:

2.94 metres

# Depth:

0.01 metres

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

2.88 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

#### What materials will the advertisement be made of?:

ITEM 02 (Qty 1) SIGNWRITING Signwriting to the middle fascia area. Featuring: • Hand painted text in F&B James White. • Illuminated by 4No. Black cowl lights. Warm white illumination.

The colour of text and background: AS DRAWING

#### Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m<sup>2</sup>

#### Will the illumination be static or intermittent?:

Static

## Advertisement Type: Fascia Sign

Fascia Sign

Height: 0.24 metres

#### 0.24 11000

Width: 2.35 metres

Depth: 0.01 metres

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

3.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

## What is the maximum height of any of the individual letters and symbols?:

24 centimetres

## What materials will the advertisement be made of?:

ITEM 03 (Qty 1) SIGNWRITING Signwriting to the LHS fascia area. Featuring: • Hand painted text in F&B James White. • Illuminated by 3No. Black cowl lights. Warm white illumination.

### The colour of text and background: AS DRAWING

Will the advertisement be illuminated?:

Yes

# Will the advertisement be illuminated internally or externally?: Externally

Illuminance levels: 250 cd/m<sup>2</sup>

# Will the illumination be static or intermittent?:

Static

## Advertisement Type:

Fascia Sign

Height: 0.24 metres

## Width:

2.35 metres

Depth:

0.01 metres

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

4.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

## What is the maximum height of any of the individual letters and symbols?:

24 centimetres

## What materials will the advertisement be made of?:

ITEM 04 (Qty 1) SIGNWRITING Signwriting to the LHS fascia area. Featuring: • Hand painted text in F&B James White. • Illuminated by 3No. Black cowl lights. Warm white illumination.

The colour of text and background:

#### AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

# Externally

Illuminance levels:

250 cd/m<sup>2</sup>

Will the illumination be static or intermittent?: Static

#### Advertisement Type:

Fascia Sign

# Height:

2.25 metres

Width:

1.2 metres

Depth:

0.04 metres

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

0.33 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

#### What materials will the advertisement be made of?:

ITEM 05 (Qty 1) AMENITY Single sided timber amenity sign. Featuring: • Timber plywood panel finished LG Obsidan Green. • Softwood trim finished LG Obsidan Green. • Hand painted text finished F&B James White. • 25 x 25 mm Aluminium angle finished LG Obsidan Green.

The colour of text and background: AS DRAWING

Will the advertisement be illuminated?:

#### Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

4 metres

#### Depth:

0.04 metres

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

3.675 metres

What is the maximum projection of the advertisement from the face of the building?:

0.04 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

#### What materials will the advertisement be made of?:

ITEM 06 (Qty 1) FASCIA Single sided fascia sign. Featuring: Timber plywood panel finished LG Obsidan Green. Softwood trim finished LG Obsidan Green. Hand painted text finished F&B James White. LED Slimline trough light finished RAL 9005. Warm white illumination.

The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

## Illuminance levels:

250 cd/m<sup>2</sup>

### Will the illumination be static or intermittent?:

Static

#### Advertisement Type:

Fascia Sign

#### Height:

1 metres

### Width:

0.45 metres

## Depth:

0.04 metres

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

0.75 metres

What is the maximum projection of the advertisement from the face of the building?:

#### 0.04 metres

### What is the maximum height of any of the individual letters and symbols?:

4 centimetres

### What materials will the advertisement be made of?:

ITEM 08 (Qty 1) AMENITY Single sided timber amenity sign. Featuring: • Timber plywood panel finished LG Obsidan Green. • Softwood trim finished LG Obsidan Green. • Hand painted text finished F&B James White. • 25 x 25 mm Aluminium angle finished LG Obsidan Green.

## The colour of text and background:

as drawing

Will the advertisement be illuminated?:

#### Advertisement Type:

Fascia Sign

Height:

0.61 metres

# Width:

0.275 metres

Depth: 0.04 metres

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

0.85 metres

What is the maximum projection of the advertisement from the face of the building?:

0.04 metres

What is the maximum height of any of the individual letters and symbols?:

3 centimetres

#### What materials will the advertisement be made of?:

ITEM 08A (Qty 1) AMENITY Single sided timber amenity sign. Featuring: Timber plywood panel finished LG Obsidan Green. Softwood trim finished LG Obsidan Green. Hand painted text finished F&B James White. 25 x 25 mm Aluminium angle finished LG Obsidan Green.

#### The colour of text and background:

as drawing

Will the advertisement be illuminated?:

Advertisement Type: Other type

Height: 0.375 metres

Width: 0.23 metres Depth: 0.12 metres What is the height from the ground to the base of the advertisement?: 1.98 metres What is the maximum projection of the advertisement from the face of the building?: 0.12 metres What is the maximum height of any of the individual letters and symbols?: 0 centimetres What materials will the advertisement be made of?: ITEM 09 (Qty 5) WALL LIGHTS 'Upton' Black wall lights. Featuring: • Warm white illumination. The colour of text and background: as drawing Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 200 cd/m<sup>2</sup> Will the illumination be static or intermittent?: Static Advertisement Type: Fascia Sign Height: 0.5 metres Width: 0.377 metres Depth: 0.05 metres What is the height from the ground to the base of the advertisement?: 1.25 metres What is the maximum projection of the advertisement from the face of the building?: 0.05 metres What is the maximum height of any of the individual letters and symbols?: 2 centimetres What materials will the advertisement be made of?: ITEM 10 (Qty 2) MENU CASE A3 Black menu case. Featuring: • 377 x 500 mm A3 menu case. • Visual area inlined by 10 mm. • 50 mm frame. The colour of text and background: as drawing Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 200 cd/m<sup>2</sup> Will the illumination be static or intermittent?: Static

Fascia Sign

<ul> <li>0.2 metres</li> <li>Width:</li> <li>0.784 metres</li> <li>Depth:</li> <li>0.01 metres</li> <li>What is the height from the ground to the base of the advertisement?:</li> <li>2.42 metres</li> <li>What is the maximum projection of the advertisement from the face of the building?:</li> <li>0 metres</li> <li>What is the maximum height of any of the individual letters and symbols?:</li> <li>20 centimetres</li> </ul>
<ul> <li>0.784 metres</li> <li>Depth:</li> <li>0.01 metres</li> <li>What is the height from the ground to the base of the advertisement?:</li> <li>2.42 metres</li> <li>What is the maximum projection of the advertisement from the face of the building?:</li> <li>0 metres</li> <li>What is the maximum height of any of the individual letters and symbols?:</li> </ul>
Depth:         0.01 metres         What is the height from the ground to the base of the advertisement?:         2.42 metres         What is the maximum projection of the advertisement from the face of the building?:         0 metres         What is the maximum height of any of the individual letters and symbols?:
<ul> <li>0.01 metres</li> <li>What is the height from the ground to the base of the advertisement?:</li> <li>2.42 metres</li> <li>What is the maximum projection of the advertisement from the face of the building?:</li> <li>0 metres</li> <li>What is the maximum height of any of the individual letters and symbols?:</li> </ul>
<ul> <li>What is the height from the ground to the base of the advertisement?:</li> <li>2.42 metres</li> <li>What is the maximum projection of the advertisement from the face of the building?:</li> <li>0 metres</li> <li>What is the maximum height of any of the individual letters and symbols?:</li> </ul>
<ul> <li>2.42 metres</li> <li>What is the maximum projection of the advertisement from the face of the building?:</li> <li>0 metres</li> <li>What is the maximum height of any of the individual letters and symbols?:</li> </ul>
What is the maximum projection of the advertisement from the face of the building?: 0 metres What is the maximum height of any of the individual letters and symbols?:
0 metres What is the maximum height of any of the individual letters and symbols?:
What is the maximum height of any of the individual letters and symbols?:
20 centimetres
20 certainet es
What materials will the advertisement be made of?:
ITEM 11 (Qty 2) SIGNWRITING Face applied cut vinyl text/ numbers
The colour of text and background:
as drawing
Will the advertisement be illuminated?:

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

ITEM 09 - FIVE WALL LIGHTS

# 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

O Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

#### PROPOSED AND EXISTING ELEVATIONS

Will the proposed advertisement(s) project over a footpath or other public highway?

⊘ Yes

⊖ No

# Advertisement(s) Period

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

From Date

14/01/2024

14/01/2029

# **Neighbour and Community Consultation**

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

⊖ Yes

⊘No

## 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

O The applicant

O Other person

## **Pre-application Advice**

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

⊖ Yes

⊘ No

# **Interest In the Land**

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

⊘ Yes

O No

# 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.

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?

⊖ Yes

⊘No

# Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;

- Our system will automatically generate and send you emails in regard to the submission of this application.

✓ I / We agree to the outlined declaration

Signed

Gillian Shepley

Date

16/01/2024