Westminster City Council

Development Planning New Applications PO Box 732 Redhill, RH1 9FL westminster.gov.uk/planning



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		
Suffix		
Property Name		
221-223 Alexandra House		
Address Line 1		
Oxford Street		
Address Line 2		
Address Line 3		
City Of Westminster		
Town/city		
London		
Postcode		
W1D 2LJ		
Description of site location must	be completed if postcode is not known:	
Easting (x)	Northing (y)	
529133	181240	
Description		

Applicant Details
Name/Company
Title
Mrs
First name
Lucy
Surname
Palac
Company Name
Deploy Project Services
Address
Address line 1
28 The Ridgeway
Address line 2
Address line 3
Town/City
Tonbridge
County
Kent
Country
UK
Postcode TN10 4NH
TIVIO AIVIT
Are you an agent acting on behalf of the applicant?
Contact Details Primary number
***** REDACTED *****
INLUNCTLU

Fax number	
Email address	
***** REDACTED *****	
Agent Details	
Name/Company	
Title	
Mrs	
First name	
Lucy	
Surname	
Palac	
Company Name	
Deploy Project Services	
Address	
Address line 1	
Address line 1	
Address line 1 28 The Ridgeway	
Address line 1 28 The Ridgeway	
Address line 1 28 The Ridgeway Address line 2	
Address line 1 28 The Ridgeway Address line 2	
Address line 1 28 The Ridgeway Address line 2 Address line 3	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge County	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge County United Kingdom	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge County Country	
Address line 1 28 The Ridgeway Address line 2 Address line 3 Town/City Tonbridge County United Kingdom Postcode	

Contact Details	
Primary number	
***** REDACTED *****	
Secondary number	
Fax number	
Email address	
***** REDACTED *****	
Type of Proposed Advertisement(s)	
Please describe the proposed advertisement(s)	
Replacement of projecting signage in line with updated branding.	
Please specify the type(s) and details of each proposed advertisement	
Advertisement Type: Projecting or Hanging Sign	
Height: 0.4 metres	
Width: 0.93 metres	
Depth: 0.1 metres	
What is the height from the ground to the base of the advertisement?: 3.4 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.937 metres	
What is the maximum height of any of the individual letters and symbols?: 0.1 centimetres	
What materials will the advertisement be made of?: Methacrylate Steel	
The colour of text and background: White	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 2528.64 cd/m ²	
Will the illumination be static or intermittent?: Static	

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)
Existing drawing: 2688_8310_INGLATERRA_LONDRES_C OXFORD STREET_ARQ_19-11-29_EXISTING FACAD
Existing Photo also uploaded
Will the proposed advertisement(s) project over a footpath or other public highway?
Advertisement(s) Period Please state the period of time for which consent is sought for the advertisement
From Date
08/04/2024
To Date
10/04/2034
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?
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

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
***** REDACTED ******
First Name
***** REDACTED *****
Surname
***** REDACTED *****
Reference
General Enquiry
Date (must be pre-application submission)
06/02/2024
Details of the pre-application advice received
General enquiries made in which Damain Lavelle assisted.
Not building specific advice given.
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

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
Lucy Palac
Date
20/02/2024
Amendments Summary
Removal of reference to fascia signage as behind the glass so therefore consent is not required