



Your ref:	NBS Brand Update - The Strand...	<b>Please reply to:</b>	<b>Elaine Gonul</b>
Our ref:	24/01267/ADV	Tel No:	07971703855
		Fee Queries:	0207 641 6500;
		Email:	planningreception@westminster.gov.uk;
Holly De-Buriatte ISG Ltd. Boleyn House, St Augustines Business Park Whitstable CT5 2QJ United Kingdom		<b>Incomplete Applications</b> Town Planning & Building Control City of Westminster PO Box 732 Redhill, RH1 9FL	
		1 March 2024	

Dear Sir / Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
 REGULATIONS 2007

**Address: 415 Strand, London, WC2R 0NS,**

**Proposal: Display of one externally illuminated projecting sign measuring 0.6m x 0.6m, one externally illuminated fascia sign measuring 0.49m x 3.69m, one internally illuminated logo measuring 1.5m x 0.82m and one trough light measuring 0.05m x 0.05m.**

Thank you for your application received on 27 February 2024. I am writing to inform you that your application is incomplete for the following reason(s):

1 Please provide the following:

- Existing and proposed metrically scaled elevations and sections through the advertisements to show the method of illumination

Your plans and drawings must be accurate and drawn to a recognised metric scale, include a scale bar, with any precise dimensions stated for important details. You must give each plan a distinctive reference number.

**INFORMATIVES:**

You are advised that, from the information you have provided, we can't ascertain exactly what additional details/plans will be required. You are advised that further details may be required after we receive your response to this letter.

Please ensure that ALL files submitted to the council are named in accordance within

our file naming conventions in order to speed up the time it takes us to process your application <https://www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/making-planning-application>

- 2 You need to submit an application for listed building consent. More information on listed building consent and the relevant forms can be found on the Council's website: [www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/application-types-and-checklist/listed-building-consent](http://www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/application-types-and-checklist/listed-building-consent).

#### INFORMATIVE

In addition to a Design and Access Statement, a Heritage Statement will also be required detailing the proposed works in terms of the effect on the historic and architectural interest of the building. For guidance, please refer to our website for details of what should be included in this statement: [www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/design-and-access-statements](http://www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/design-and-access-statements).

- 0 \*Please collate all requested information in a single submission and send to [planningreception@westminster.gov.uk](mailto:planningreception@westminster.gov.uk). Sending your documents individually will not speed up the process. Please do not upload to the planning portal as this causes duplication and may delay the processing of your application. Thank you.\*

Please forward this information to the above email address by **10 April 2024**. Please do not forward the requested information separately, as your application will only be progressed when ALL requested information has been received. Please send revised/new information to the email address, not via the planning portal.

The description of development may have been changed to better reflect the proposed works, if you do not agree that this accurately reflects your proposals, please provide an amended description of development when you respond to the above.

**If we do not receive this information within four weeks of this notification we shall take no further action on your application. If you require longer than four weeks to submit the revised information, please contact us.**

If you'd like to make a payment, please call: 020 7641 6500, or for general enquiries call 020 7641 6000. **Please note, for queries relating to this case, please refer to the officer dealing with your case: details at top of the letter.**

Yours faithfully

Elaine Gonul

## **Elaine Gonul**

Note - Please read our Privacy Notice online <https://www.westminster.gov.uk/privacy-notice-planning>