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

Suffix

Property Name

35 Basement And Ground Floor

#### Address Line 1

Melcombe Street

Address Line 2

Address Line 3

City Of Westminster

Town/city

London

Postcode

NW1 6AG

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

Easting (x)	Northing (y)
527788	182020
Description	

# **Applicant Details**

# Name/Company

### Title

Mr

First name

David

Surname

Mayes

## Company Name

Redwing Asset Holdings Ltd/ c/o Fletcher King

# Address

### Address line 1

c/oStudio Serre

## Address line 2

La Serre

## Address line 3

Rue du Camp au Pretre

### Town/City

St. Pierre du Bois

### County

Guernsey

### Country

Guernsey

## Postcode

GY7 9DS

Are you an agent acting on behalf of the applicant?

⊘ Yes

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# **Contact Details**

### Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*\*

Secondary number

Fax number

#### Email address

\*\*\*\*\* REDACTED \*\*\*\*\*\*

# **Agent Details**

# Name/Company

Title

#### First name

Maria

#### Surname

Leuchten

#### Company Name

Studio Serre Architects

# Address

Address line 1

La Serre

#### Address line 2

Rue du Camp au Pretre

### Address line 3

Town/City

St. Pierre du Bois

### County

#### Country

Guernsey

## Postcode

GY7 9DS

# **Contact Details**

Primary number

***** REDACTED *****	
econdary number	
ax number	
nail address	
***** REDACTED *****	

# Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation and display of individual letters on the fascia, internally illuminated, projecting sign internally illuminated

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:	
Other type	
Height: 0.35 metres	
Width:	
0.2 metres	
Depth: 0.6 metres	
What is the height from the ground to the base of the advertisement?: 3.24 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.09 metres	
What is the maximum height of any of the individual letters and symbols?: 35 centimetres	
What materials will the advertisement be made of?: individual letters out of polished stainless steel . Same as unit 21-23 and 25 Melcombe Street (7	The Fruit Garden, Dorset Brasserie)
The colour of text and background: letters in polished stainless steel	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 400 cd/m <sup>2</sup>	
Will the illumination be static or intermittent?: Static	
Advertisement Type: Projecting or Hanging Sign Height: 0.65 metres	
Width: 0.65 metres	
Depth: 0.11 metres	
What is the height from the ground to the base of the advertisement?: 3.115 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.68 metres	
What is the maximum height of any of the individual letters and symbols?: 20 centimetres	
What materials will the advertisement be made of?: polished stainless steel stepped surround with face glass with white film on the inside face with	red letters
The colour of text and background: white and red	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?:	
Internally	

400 cd/m<sup>2</sup>

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

Static

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

refer to supporting documents

# 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)

refer to supporting drawings and photo sheets.

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

13/03/2024

To Date

13/03/2034

# **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?

⊘ Yes

ONo

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

⊘ The agent

O The applicant

 $\bigcirc$  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

⊘ 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

Maria Leuchten

Date

13/03/2024