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## 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 recommendation	ns based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the No	n of site location must be completed. Please provide the most accurate site description you can, to orth of the Post Office".
Number	
Suffix	
Property Name	
ELAINE'S	
Address Line 1	
77 KINGSWAY	
Address Line 2	
Address Line 3	
Town/city	
LONDON	
Postcode	
WC2B 6ST	
Description of site location must	t be completed if postcode is not known:
Easting (x)	Northing (y)
530574	181317
Description	

Applicant Details
Name/Company
Title
First name
Surname
C/o Agent
Company Name
C/o Agent
Address
Address line 1
Technical Sign Company
Address line 2
Hille Business Centre
Address line 3
132 St Albans Road
Town/City
Watford
County
Hertfordshire
Country
Postcode
WD24 4AE
Assume a secret setting on he helf of the conditionat?
Are you an agent acting on behalf of the applicant?
○ No
Contact Details
Primary number

Secondary number	
Fax number	
Email address	
Agent Details	
Name/Company	
Title	
Mrs	
First name	
Natalie	
Surname	
Edwards	
Company Name	
Technical Signs	
Address	
Address line 1	
Hille Business Centre	
Address line 2	
132 St Albans Road	
Address line 3	
Town/City	
Watford	
County	
Country	
United Kingdom	
Postcode	
WD24 4AE	

Contact Details
Primary number
**** REDACTED *****
Secondary number
Fax number
Email address
**** REDACTED *****
True of Duenos and Advertis amount(s)
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
3 sets of face illuminated text behind the glazing 1 internally illuminated projection sign
2 non illuminated awnings with text

Advertisement Type: Fascial Sign Holght: 0.5 metres Width: 1.73Z metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 50 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?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What materials will the advertisement be made of?: Please refer to Section AA through text detail on drawing no: 598942-2 The colour of text and background: Please refer to Section AA through text detail on drawing no: 598942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Holght: 0.5 metres What is the height from the ground to the base of the advertisement?: 3.475 metres What is the height from the ground to the base of the advertisement?? 5.48 metres What is the maximum projection of the advertisement from the face of the building?: 0 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?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is the maximum height of any of the individual letters and symbols?: 50 centimetes What is a maximum projection of the advertisement from the face of the building?? The colour o	Facility (a) The service of the advertisement from the face of the building?  In the service of the service of the advertisement?  In the maximum projection of the advertisement from the face of the building?  In the maximum projection of the advertisement from the face of the building?  In the maximum height of any of the individual letters and symbols?  In the maximum height of any of the individual letters and symbols?  In the advertisement be advertisement to emade of?  Please refer to Section A.A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A.A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?  Yes  Yes  Will the advertisement be illuminated internally or externally?:  Internally  Illuminance levels:  Internally  Illuminance levels:  Internally  Internally  Internally  Internally  Internally  Internally  Internally  What is the maximum projection of the advertisement?  Internally  What is the maximum projection of the advertisement from the face of the building?:  Internally  What is the maximum height of any of the individual letters and symbols?:  In colour of text and background:  Please refer to Section A.A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A.A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A.A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A.A through text detail on drawing no: 596942-2  What materials will the advertisement be illuminated?  Yes  What materials will the advertisement be illuminated?  Yes  Will the advertisement be illuminated internally or externally?  Internally
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The colour of text and background: Please refer to Section AA through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 300 octim? Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Helght: 0.5 metres Width: 1.732 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres What is the maximum height of any of the individual letters and symbols?: 50 centimetres What is the maximum height of any of the individual letters and symbols?: 50 centimetres What atterials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally	The colour of text and background:  Please refer to Section A-A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?: Internally  Illuminance levels: 300 octim?  Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign  Helight: 0.5 metres  Will the lilumination be static or intermittent?: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What is the maximum height of any of the individual letters and symbols?: Face of the section A-A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A-A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?: Internally
Please refer to Section A/A through text detail on drawing no: 596942-2  Will the advertisement be illuminated? Yes  Will the advertisement be illuminated internally or externally? Internally  Illuminance levels: 300 cd/m²  Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign  Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A/A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A/A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Please refer to Section A.A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?  Yes  Will the advertisement be illuminated internally or externally?: Internally Illuminance levels:  300 or drin <sup>2</sup> Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Height:  1.5 metres  Width:  1.732 metres  Doepth:  1.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What is the maximum height for the made of?: Please refer to Section A.A through text detail on drawing no: 596942-2  Whill the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?: Internally
Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 300 cd/m² Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Height: 0.5 metres Width: 1.732 metres Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 metres What is the height from the ground to the base of the advertisement?: 0.0 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?: 50 centimetres What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally	Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?: Internally  Illuminance levels: 300 cd/m²  Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign  Height: 1.5 metres  Windth: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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 metres  What is the maximum height of any of the individual letters and symbols?: 10 centimetres  What materials will the advertisement be made of?: 1 ease refer to Section A.A through text detail on drawing no: 596942-2  The colour of text and background: 1 elease refer to Section A.A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?: Internally
Yes Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 300 cd/m² Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Height: 0.5 metres Width: 1.732 metres Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres What materials will the advertisement be made of?: Please refer to Section A/A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally	Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 300 cd/m² Will the illumination be static or intermittent?: Static  Advertisement Type: -ascia Sign Height: -0.5 metres Width: -1.732 metres Depth: -0.01 metres What is the height from the ground to the base of the advertisement?: -3.475 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?: -0 centimetres What is the maximum height of any of the individual letters and symbols?: -0 centimetres What is the devertisement be made of?: -0 lease refer to Section A:A through text detail on drawing no: 596942-2 The colour of text and background: -0 lease refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?:
Internally  Illuminance levels: 300 cd/m²  Will the Illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign  Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 metres  What is the height from the ground to the base of the advertisement?: 0. at 15 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?: 50 centimetres  What is the maximum height of any of the individual letters and symbols?: 10 metres  What is the maximum height of any of the individual letters and symbols?: 10 centimetres  What materials will the advertisement be made of?: 11 please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: 12 please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: 13 yes  Will the advertisement be illuminated internally or externally?: 15 internally	Illuminance levels: 300 cod/m²  Will the illumination be static or intermittent?: Static  Advertisement Type:
Will the illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 metres  What is the heaght from the ground to the base of the advertisement?: 0.01 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?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Will the Illumination be static or intermittent?: Static  Advertisement Type: Fascia Sign Height: 1.732 metres  Width: 1.732 metres  Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What is the maximum height of any of the individual letters and symbols?: 10 metres  What materials will the advertisement be made of?: 10 lease refer to Section A.A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: 10 lease refer to Section A.A through text detail on drawing no: 596942-2  Will the advertisement be illuminated internally or externally?: 11 nternally
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Advertisement Type: Fascia Sign  Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Advertisement Type: Fascia Sign Height: 0.5 metres Width: 1.732 metres Depth: 0.01 metres What is the height from the ground to the base of the advertisement?: 3.475 metres What is the maximum projection of the advertisement from the face of the building?: 0 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?: 50 centimetres What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally
Fascia Sign  Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Height: 9.5 metres Width: 1.732 metres Depth: 9.01 metres What is the height from the ground to the base of the advertisement?: 3.475 metres What is the maximum projection of the advertisement from the face of the building?: 9 metres What is the maximum height of any of the individual letters and symbols?: 9 continetres What is the maximum height of any of the individual letters and symbols?: 90 centimetres What materials will the advertisement be made of?: 90 lease refer to Section A:A through text detail on drawing no: 596942-2 The colour of text and background: 90 lease refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally
Fascia Sign  Height: 0.5 metres  Width: 1.732 metres  Depth: 0.01 metres  What is the height from the ground to the base of the advertisement?: 3.475 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?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Height: 9.5 metres Width: 1.732 metres Depth: 9.01 metres What is the height from the ground to the base of the advertisement?: 3.475 metres What is the maximum projection of the advertisement from the face of the building?: 9 metres What is the maximum height of any of the individual letters and symbols?: 9 continetres What is the maximum height of any of the individual letters and symbols?: 90 centimetres What materials will the advertisement be made of?: 90 lease refer to Section A:A through text detail on drawing no: 596942-2 The colour of text and background: 90 lease refer to Section A:A through text detail on drawing no: 596942-2 Will the advertisement be illuminated?: Yes Will the advertisement be illuminated internally or externally?: Internally
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What is the maximum height of any of the individual letters and symbols?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	What is the maximum height of any of the individual letters and symbols?: 50 centimetres  What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally
What materials will the advertisement be made of?:  Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?:  Internally	What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally
Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?:  Internally	Please refer to Section A:A through text detail on drawing no: 596942-2  The colour of text and background:  Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?:  Yes  Will the advertisement be illuminated internally or externally?:  Internally
Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally	Please refer to Section A:A through text detail on drawing no: 596942-2  Will the advertisement be illuminated?: Yes  Will the advertisement be illuminated internally or externally?: Internally
Yes  Will the advertisement be illuminated internally or externally?: Internally	Yes  Will the advertisement be illuminated internally or externally?: Internally
Internally	nternally
	Iluminance levels:
Illuminance levels:	

300 cd/m <sup>2</sup>
Will the illumination be static or intermittent?: Static
Advertisement Type: Fascia Sign
Height: 0.118 metres
Width: 1.626 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 3.629 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?: 11 centimetres
What materials will the advertisement be made of?: Please refer to Section A:A through text detail on drawing no: 596942-2
The colour of text and background: Please refer to Section A:A through text detail on drawing no: 596942-2
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 500 cd/m <sup>2</sup>
Will the illumination be static or intermittent?: Static
Advertisement Type: Projecting or Hanging Sign
Height: 1 metres
Width: 0.897 metres
Depth: 0.11 metres
What is the height from the ground to the base of the advertisement?: 3.177 metres
What is the maximum projection of the advertisement from the face of the building?: 0.11 metres
What is the maximum height of any of the individual letters and symbols?: 73 centimetres
What materials will the advertisement be made of?: Please refer to projection sign detail on drawing no: 596942-2
The colour of text and background: Please refer to projection sign detail on drawing no: 596942-2
Will the advertisement be illuminated?:
Yes
Will the advertisement be illuminated internally or externally?:  Internally

200 cd/m <sup>2</sup>	
Will the illumination be static or intermittent?: Static	
Advertisement Type: Other type	
Height:	
1 metres	
Width:	
1.88 metres	
Depth: 0.8 metres	
What is the height from the ground to the base of the advertisement?: 2.36 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.8 metres	
What is the maximum height of any of the individual letters and symbols?: 11 centimetres	
What materials will the advertisement be made of?: Please refer to awning detail on drawing no: 596942-3	
The colour of text and background: Please refer to awning detail on drawing no: 596942-3	
Will the advertisement be illuminated?:	
Advertisement Type: Other type	
Height: 1 metres	
Width:	
1.151 metres  Depth:	
0.8 metres	
What is the height from the ground to the base of the advertisement?: 2.36 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.8 metres	
What is the maximum height of any of the individual letters and symbols?: 11 centimetres	
What materials will the advertisement be made of?: Please refer to awning detail on drawing no: 596942-3	
The colour of text and background: Please refer to awning detail on drawing no: 596942-3	
Will the advertisement be illuminated?:	
ease describe each of the 'Other type(s)' of advertising proposed	
2 x non illuminated awnings with text	

Illuminance levels:

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?
<ul><li>○ Yes</li><li>○ No</li><li>⊙ Not Applicable</li></ul>
Will the proposed advertisement(s) project over a footpath or other public highway?
<ul><li>○ Yes</li><li>⊙ No</li></ul>
Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From Date
23/08/2024
To Date 23/08/2029
23/00/2029
Neighbour and Community Consultation
Have you consulted your neighbours or the local community about the proposal?  O Yes
⊙ No
Site Visit
Can the site be seen from a public road, public footpath, bridleway or other public land?
<ul><li>✓ Yes</li><li>○ No</li></ul>
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?
<ul><li></li></ul>
Other person
Due application Advice
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.
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