

RECEIVED 20 NOV 2009

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) Regulations 2007

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.

1. Applicant Name, Address and Contact Details

Title: First name: Surname:

Company name:

Street address:

Town/City:
 County:
 Country:
 Postcode:

Telephone number:	Country Code	National Number	Extension Number
<input type="text" value=""/>	<input type="text" value="001"/>	<input type="text" value="303 299 0639 917 370 76"/>	<input type="text" value="86"/>
Mobile number:	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Fax number:	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

Email address:

Are you an agent acting on behalf of the applicant? Yes No

2. Agent Name, Address and Contact Details

Title: First Name: Surname:

Company name:

Street address:

Town/City:
 County:
 Country:
 Postcode:

Telephone number:	Country Code	National Number	Extension Number
<input type="text" value=""/>	<input type="text" value="01903"/>	<input type="text" value="533770"/>	<input type="text" value="222"/>
Mobile number:	<input type="text" value="07747"/>	<input type="text" value="624142"/>	<input type="text" value=""/>
Fax number:	<input type="text" value="01903"/>	<input type="text" value="531659"/>	<input type="text" value=""/>

Email address:

3. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House: 114 Suffix:

House name:

Street address: Charing Cross Road

Town/City: LONDON

County:

Postcode: WC2H 0JR

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 529890

Northing: 181189

4. Pre-application Advice

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

Yes No

5. Neighbour and Community Consultation

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

Yes No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

Yes No

7. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Internally illuminated new main fascia sign comprising main sign with sub heading
Internally illuminated round fascia sign
Vinyl applied logos to windows side elevation
2nr Internally illuminated new projecting signs with branded each side
Brand coloured awnings to side elevation

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

Brand coloured awnings x 3nr to side elevation
Vinyl applied to 2nr windows to side elevation

8. Advertisement Display

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

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

Yes No

9. Advertisement(s) Period

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

From: To:

10. 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

11 (a). Details of Proposed Advertisement(s) - Fascia Sign SIGN 2

What is the height from the ground to the base of the advertisement (in metres)? m (MAIN) (SUB HEADING)

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?
 Powder coated aluminium sign box construction. Acrylic backgrounds and pushed through opal letters. Sub heading powdercoated white aluminium letters to be 20mm deep

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:
 Background for Pepper Adobo Brown ref 4625C, Background for letters Roasted Red 484C, Background for subheading as main shopfront colour RAL 7037 - Text to be Opal White

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: cd/m

Will the illumination be static or intermittent? Static Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign SIGN 3 (THIS IS THE CIRCULAR SIGN ON CORNER AS PER BLOCK PLAN)

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?
 Powder coated aluminium sign box construction. Acrylic backgrounds and pushed through opal letters - noted on block plan as Sign 3

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:
 Background for Pepper Adobo Brown ref 4625C, Background for letters Roasted Red 484C - Text to be Opal White

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: cd/m

Will the illumination be static or intermittent? Static Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign EXTRA OVER SIGN 2

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?
 Painted Off White (Dulux 40YY 65/061) ADD TO SIGN 2 MATERIAL

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:
 Background will be off white (Dulux 40YY 65/061) and lettering and logo in mushroom 10YR 15/098 ADD TO SIGN 2 COLOUR

Will the sign be illuminated? Yes No

PLEASE NOTE THIS IS NOT ON THE ONLINE PLANNING PORTAL SUBMISSION. THE MATERIAL AND COLOUR IS EXTRA OVER 'SIGN 2' DUE TO SPACE ON FORM NOT LARGE ENOUGH

11 (b). Details of Proposed Advertisement(s) - Hanging Sign **SIGN 1**

What is the height from the ground to the base of the advertisement (in metres)?

~~3.170~~ **3.625** m

What is the maximum projection of the advertisement from face of building (in metres)?

0.735 m

What are the dimensions of the proposed advertisement?

Height: **0.585** x Width: **0.585** x Depth: **0.120** metres

What materials will the sign be made of?

Powdercoated metal sign construction with pushed through opal letters and pepper logo - noted on block plan as sign 1

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.25 cm

The colour of text and background:

Background for Pepper Adobo Brown ref 4625C, Background for letters Roasted Red 484C - text opal white with clear acrylic sides

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: **700** cd/m

Will the illumination be static or intermittent? Static Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign **SIGN 6**

What is the height from the ground to the base of the advertisement (in metres)?

3.795 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.735 m

What are the dimensions of the proposed advertisement?

Height: **0.585** x Width: **0.585** x Depth: **0.120** metres

What materials will the sign be made of?

Powdercoated metal sign construction with pushed through opal letters and pepper logo - noted on block plan as sign 6

What is the maximum height of any of the individual letters and symbols (in centimetres)?

6.25 cm

The colour of text and background:

Background for Pepper Adobo Brown ref 4625C, Background for letters Roasted Red 484C - text opal white with clear acrylic sides

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: **700** cd/m

Will the illumination be static or intermittent? Static Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign **SIGN 4 (IN 3 LOCATIONS)**

What is the height from the ground to the base of the advertisement (in metres)?

~~3.165~~ **3.565** m

What is the maximum projection of the advertisement from face of building (in metres)?

1.350 m

What are the dimensions of the proposed advertisement?

Height: **0.400** x Width: **9.000** x Depth: **1.350** metres

What materials will the sign be made of?

9.00 TOTAL

The main fabric will be a standard exterior grade waterproof canvas printed to match pantone 484c and the aluminium end bar will be powder coated to match this (closest

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0 cm

The colour of text and background:

no lettering canvas printed to match pantone 484c and the aluminium end bar will be powder coated to match this (closest RAL is 3016

Will the sign be illuminated? Yes No

11 (d). Details of Proposed Advertisement(s) - Other Sign SIGN 5

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?

Applied Vinyl in off white Finish Ref DI-NOC Film P5022, SSDM. Noted on block plan as item 5. 1990 high for 2nd window applied vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

Clear glass window

Will the sign be illuminated? Yes No

12. 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? (Please select only one)

The agent The applicant Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Date