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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: Mr			
Company name: JGDecaux UK Ltd Street address: 991 Great West Road Telephone number: Brentford Mobile number: Brentford Mobile number: Country: United Kingdom Email address: Postcode: TW8 9DN Are you an agent acting on behalf of the applicant? 2. Agent Name, Address and Contact Details No Agent details were submitted for this application 3. Site Address Details Full postal address of the site (including full postcode where available) House: Suffix: Description: House name: Advertising Right and Premises Opp 15-27 Street address: Hampstead Road Town/City: LONDON Postcode: NW1 2PB Description of location or a grid reference (must be completed if postcode is not known): Easting: 529284	1. Applicant N	lame, Address and Contact Details	
Company name: JGDecaux UK Ltd Street address: 991 Great West Road Telephone number: Brentford Mobile number: Brentford Mobile number: Country: United Kingdom Email address: Postcode: TW8 9DN Are you an agent acting on behalf of the applicant? 2. Agent Name, Address and Contact Details No Agent details were submitted for this application 3. Site Address Details Full postal address of the site (including full postcode where available) House: Suffix: Description: House name: Advertising Right and Premises Opp 15-27 Street address: Hampstead Road Town/City: LONDON Postcode: NW1 2PB Description of location or a grid reference (must be completed if postcode is not known): Easting: 529284	Title: Mr	First Name: Andrew	Surnama: lordan
Street address: Serentford			
Telephone number:			
Brentford Mobile number:	Street address:	991 Great West Road	
Town/City: Middlesex Country: United Kingdom Postcode: TW8 9DN Are you an agent acting on behalf of the applicant? Yes No Yes No Yes No 2. Agent Name, Address and Contact Details No Agent details were submitted for this application 3. Site Address Details Full postal address of the site (including full postcode where available) House: Suffix: Description: House name: Advertising Right and Premises Opp 15-27 Street address: Hampstead Road Town/City: LONDON Postcode: WW1 2PB Description of location or a grid reference (must be completed if postcode is not known): Easting: 529284			Telephone number:
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	Description of loc (must be comple	cation or a grid reference ted if postcode is not known):	
Northing: 182496	Easting:	529284	
	Northing:	182496	

4. Pre-application Advice
Has assistance or prior advice been sought from the local authority about this application? Solventry Solventry 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: Surname:
Reference: 2015/5213/A
Date (DD/MM/YYYY): 30/09/2015 (Must be pre-application submission)
Details of the pre-application advice received:
the permission has been already granted for a single site
5. Neighbour and Community Consultation
Have you consulted your neighbours or the local community about the proposal? Output Description:
6. Authority Employee/Member
With respect to the Authority, I am: (a) a member of staff (b) an elected member Do any of these statements apply to you? (c) related to a member of staff (d) related to an elected member
7. Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s): Double-sided freestanding Forum Structure, featuring 2 x Digital 84" screen positioned back to back. The Digital screen is capable of displaying illuminated, static and dynamic content, supplied via secure remote connection. In the event of an emergency, TfL will be able to override the advertisement function and display an 'Emergency Message', alerting the public of immediate danger. How many of the following type of advertisements are you applying for? Fascia sign(s) 0 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 1 Please describe: Structure to be installed within footprint of TfL bus shelter, with Digital 84" screen facing inwards. Elevation drawing and technical specification of the Forum Structure are enclosed.
8. 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).
The existing advertisement panels affixed to this bus shelter will be removed. Photographs of the existing bus shelter are enclosed.
Will the proposed advertisement(s) project over a footpath or other public highway?
9. Advertisement(s) Period Please state the period of time for which consent is sought for the advertisement From: 01/09/2015 To: 31/08/2025
10. 31/00/2023

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				
If No, why has permission not been obtained? The land is public footway.						
The fall to public feeting).						
11 (d). Details of Proposed Advertisement(s) - Other Sign						
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: 2.37 x Width: 1.34	x Depth	: 0.35	metres			
What materials will the sign be made of?						
Steel, alluminium and toughened glass						
What is the maximum height of any of the individual letters and symbols (in centimetres)?	cm					
The colour of text and background:						
Various						
Will the sign be illuminated? ● Yes ○ No						
Will the sign be illuminated internally or externally?						
Illuminance Levels: 2,500.00 cd/m						
Will the illumination be static or intermittent? Static Intermittent						
12. Site Visit						
Can the site be seen from a public road, public footpath, bridleway or other public land?	○ No					
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Plea	se select only o	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. I/we confirm that to the best of my/our knowledge, any facts stated are	✓ Date	01/08/201	6			