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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 Na                            | ame, Address a  | nd Contact Details |                 |            |         |  |
|--|---|--------------------|-----------------|------------|---------|--|
| Title:                                     | First Name:   |                    |                 | Surname:   | n/a     |  |
| Company name:                              | Sicilian Lab Estate   | s Limited          |                 |            |         |  |
| Street address:                            | c/o agent   |                    |                 |            |         |  |
|  |   |                    | Telephone numb  | er:        |         |  |
|  |   |                    | Mobile number:  |            |         |  |
| Town/City:                                 |   |                    | Fax number:     |            |         |  |
| Country:                                   |   |                    | Email address:  |            |         |  |
| Postcode:                                  |   |                    |                 |            |         |  |
| Are you an agent                           | Are you an agent acting on behalf of the applicant?     Yes  No |                    |                 |            |         |  |
|  |   |                    |                 |            |         |  |
| 2. Agent Name, Address and Contact Details |   |                    |                 |            |         |  |
| Title: Mr                                  | First Name:   | Gareth             |                 | Surname:   | Jackson |  |
| Company name:                              | GVA   |                    |                 |            |         |  |
| Street address:                            | 65 Gresham Street   | :                  |                 |            |         |  |
|  |   |                    | Telephone numb  | oer: 02079 | 9112663 |  |
|  |   |                    | Mobile number:  |            |         |  |
| Town/City:                                 | London  |                    | Fax number:     |            |         |  |
| Country:                                   |   |                    | Email address:  |            |         |  |
| Postcode:                                  | EC2V 7NQ  |                    | gareth.jackson@ | gva.co.uk  |         |  |

| 3. Site Addre  | ss Details  |                                 |             |  |  |
|--|---|---------------------------------|-------------|--|--|
| Full postal addre  | ess of the site (including full postcode where available) | Description:                    |             |  |  |
| House:   | 136 Suffix:   |                                 |             |  |  |
| House name:  | Hogarth House   |                                 |             |  |  |
| Street address:  | High Holborn  |                                 |             |  |  |
|  |   |                                 |             |  |  |
|  |   |                                 |             |  |  |
| Town/City:   | LONDON  |                                 |             |  |  |
| Postcode:  | WC1V 6PX  |                                 |             |  |  |
| Description of lo  | ocation or a grid reference                               |                                 |             |  |  |
|  | eted if postcode is not known):                           |                                 |             |  |  |
| Easting:   | 530387  |                                 |             |  |  |
| Northing:  | 181515  |                                 |             |  |  |
|  |   |                                 |             |  |  |
| 4. Pre-applica   | ation Advice  |                                 |             |  |  |
| Han againtanas   | proving advice been cought from the level outbority about | ut this application?            | Voc. A No.  |  |  |
| nas assistance (   | or prior advice been sought from the local authority abo  | ut this application?            | Yes  No     |  |  |
|  |   |                                 |             |  |  |
| 5. Neighbour   | and Community Consultation                                |                                 |             |  |  |
| Have you consu   | ted your paighbours or the local community about the      | renegal?                        | O Voc O No  |  |  |
| nave you consu   | lted your neighbours or the local community about the p   | oroposai?                       | ○ Yes 		 No |  |  |
|  |   |                                 |             |  |  |
| 6. Authority E   | Employee/Member   |                                 |             |  |  |
| With respect to t  | he Authority, I am:                                       |                                 |             |  |  |
| (a) a m  | ember of staff  | hese statements apply to you?   | ◯ Yes ◉ No  |  |  |
| (c) rela   | ted to a member of staff                                  | nese statements apply to you:   | U TES U INO |  |  |
| (a) reia   | ted to an elected member                                  |                                 |             |  |  |
| 7 Type of Pr   | pposed Advertisement(s)                                   |                                 |             |  |  |
| 7. Type of Pic   | pposed Advertisement(s)                                   |                                 |             |  |  |
| Please describe  | the proposed advertisement(s):                            |                                 |             |  |  |
|  | signs and 2 new vinyl signs.                              |                                 |             |  |  |
|  | e following type of advertisements are you applying for?  |                                 | Other 2     |  |  |
| Fascia sign(s)   | 0 Projecting or hanging sign(s)                           | 2 Hoarding(s) 0                 | Other 2     |  |  |
| Please describe Vinyl film   |   |                                 |             |  |  |
|  |   |                                 |             |  |  |
| O Location o   | f Advortionment(s)  |                                 |             |  |  |
| o. Location o  | f Advertisement(s)  |                                 |             |  |  |
| Is the advertisen  | nent(s) you are applying for already in place?            | 0 '                             | Yes   No    |  |  |
| Is an existing ad  | vertisement(s) to be removed and replaced by the adve     | ertisement(s) in this proposal? | Yes         |  |  |
| 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). |   |                                 |             |  |  |
|  |   |                                 |             |  |  |

| 8. Location of Advertisement(s)  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| Please refer to drawing pack.  |  |  |  |  |  |  |
| Will the proposed advertisement(s) project over a footpath or other public highway?                    |  |  |  |  |  |  |
| O. A. basetta assessed a Decis of  |  |  |  |  |  |  |
| 9. Advertisement(s) Period   |  |  |  |  |  |  |
| Please state the period of time for which consent is sought for the advertisement                      |  |  |  |  |  |  |
| From: 29/06/2017 To: 29/06/2022  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 10. Interest in the Land   |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Does the applicant own the land or buildings where the adverts are to be placed?  • Yes • No           |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 11 (b). Details of Proposed Advertisement(s) - Hanging Sign  |  |  |  |  |  |  |
| What is the height from the ground to the base of the advertisement (in metres)?  3.10 m               |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| What are the dimensions of the proposed advertisement? Height: 0.50 x Width: 0.50 x Depth: 0.06 metres |  |  |  |  |  |  |
| What materials will the sign be made of?  Powder coated satin box and acrylic fascia                   |  |  |  |  |  |  |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?              |  |  |  |  |  |  |
| The colour of text and background:   |  |  |  |  |  |  |
| Black and white  |  |  |  |  |  |  |
| Will the sign be illuminated?   ● Yes   No   |  |  |  |  |  |  |
| Will the sign be illuminated internally or externally?  • Internally • Externally                      |  |  |  |  |  |  |
| Illuminance Levels: 0.00 cd/m  |  |  |  |  |  |  |
| Will the illumination be static or intermittent?  • Static • Intermittent                              |  |  |  |  |  |  |
| Will the manifestation be state of memilians.  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 11 (b). Details of Proposed Advertisement(s) - Hanging Sign  |  |  |  |  |  |  |
| What is the height from the ground to the base of the advertisement (in metres)?  3.10 m               |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.70 m         |  |  |  |  |  |  |
| What are the dimensions of the proposed advertisement? Height: 0.50 x Width: 0.50 x Depth: 0.06 metres |  |  |  |  |  |  |
| What materials will the sign be made of?  Powder coated satin box and acrylic fascia                   |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?              |  |  |  |  |  |  |
| The colour of text and background:  Black and white  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Will the sign be illuminated?  |  |  |  |  |  |  |
| Will the sign be illuminated internally or externally?  © Internally © Externally                      |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

| 11 (b). Details of Proposed Advertisement(s) - Hanging Sign  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| Illuminance Levels:  | 3,876.00 cd/m  |  |  |  |  |  |
| Will the illumination be static or intermittent?   | Static   |  |  |  |  |  |
| will the manimation be state of intermittent:  | Glatic C intermittent  |  |  |  |  |  |
| 11 (d). Details of Proposed Advertisement(s) - Other   | Sign   |  |  |  |  |  |
| The Carlo Control of the Carlo | o.g.,  |  |  |  |  |  |
| What is the height from the ground to the base of the advertisemen   | t (in metres)?   |  |  |  |  |  |
| What is the maximum projection of the advertisement from face of b   | building (in metres)?  |  |  |  |  |  |
| What are the dimensions of the proposed advertisement?   | Height: 0.00 x Width: 0.00 x Depth: 0.00 metres                    |  |  |  |  |  |
| What materials will the sign be made of?  Vinyl film   |  |  |  |  |  |  |
| ,  | shale (in any time trans)  |  |  |  |  |  |
| What is the maximum height of any of the individual letters and syn  The colour of text and background:  | nbols (in centimetres)?  |  |  |  |  |  |
| Black and white  |  |  |  |  |  |  |
| Will the sign be illuminated?  | ○ Yes ● No   |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 11 (d). Details of Proposed Advertisement(s) - Other   | Sign   |  |  |  |  |  |
|  | (6.22  |  |  |  |  |  |
| What is the height from the ground to the base of the advertisemen   |  |  |  |  |  |  |
| What is the maximum projection of the advertisement from face of building (in metres)?   |  |  |  |  |  |  |
| What are the dimensions of the proposed advertisement? Height: 0.00 x Width: 0.00 x Depth: 0.00 metres   |  |  |  |  |  |  |
| What materials will the sign be made of?  Vinyl film   |  |  |  |  |  |  |
| What is the maximum height of any of the individual letters and sym  | nbols (in centimetres)?  |  |  |  |  |  |
| The colour of text and background:   |  |  |  |  |  |  |
| Black and white  |  |  |  |  |  |  |
| Will the sign be illuminated?  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 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  | t a site visit, whom should they contact? (Please select only one) |  |  |  |  |  |
| The agent  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 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 true and accurate and any opinions given are the genuine opinions   | of my/our knowledge, any facts stated are                          |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |