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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 N   | ame, Address a          | nd Contact Details |                            |            |          |  |  |
|------------------|-------------------------|--------------------|----------------------------|------------|----------|--|--|
| Title: Mr        | First Name:             | Tony               |                            | Surname:   | Brown    |  |  |
| Company name:    | AXIS Architecture       |                    |                            | '          |          |  |  |
| Street address:  | Talbot chambers         |                    |                            |            |          |  |  |
|                  | 2-6 North CHurch Street |                    | Telephone number:          |            |          |  |  |
|                  |                         |                    | Mobile number:             |            |          |  |  |
| Town/City:       | Sheffield               |                    | Fax number:                |            |          |  |  |
| Country:         |                         |                    | Email address:             |            |          |  |  |
| Postcode:        | S1 2DH                  |                    |                            |            |          |  |  |
| Are you an agent | acting on behalf of the | ne applicant?      | Yes                        | No         |          |  |  |
|                  |                         |                    |                            |            |          |  |  |
| 2. Agent Name    | , Address and C         | Contact Details    |                            |            |          |  |  |
|                  |                         |                    |                            |            |          |  |  |
| Title: Mr        | First Name:             | Ryan               |                            | Surname:   | Possnett |  |  |
| Company name:    | AXIS Architecture       |                    |                            |            |          |  |  |
| Street address:  | Talbot Chambers         |                    |                            |            |          |  |  |
|                  | 2-6 North Church Street |                    | Telephone numb             | oer: 01142 | 2490944  |  |  |
|                  |                         |                    | Mobile number:             |            |          |  |  |
| Town/City:       | Sheffield               |                    | Fax number:                |            |          |  |  |
| Country:         |                         |                    | Email address:             |            |          |  |  |
| Postcode:        | S1 2DH                  |                    | Ryan@axis-architecture.com |            |          |  |  |

| 3. Site Addre     | ss Details   |  |                        |        |                      |
|-------------------|--|--|------------------------|--------|----------------------|
| Full postal addre | ess of the site (including full postcode where           | available)                             | Description:           |        |                      |
| House:            | 16 Suffix:   |  |                        |        |                      |
| House name:       |  |  |                        |        |                      |
| Street address:   | St Giles High Street                                     | <del></del>                            |                        |        |                      |
|                   |  |  |                        |        |                      |
|                   |  |  |                        |        |                      |
| Town/City:        | LONDON   |  |                        |        |                      |
| Postcode:         | WC2H 8LQ   |  |                        |        |                      |
| Description of lo | ocation or a grid reference                              |  |                        |        |                      |
|                   | eted if postcode is not known):                          |  |                        |        |                      |
| Easting:          | 529940   |  |                        |        |                      |
| Northing:         | 181314   |  |                        |        |                      |
|                   |  |  |                        |        |                      |
| 4. Pre-applica    | ation Advice   |  |                        |        |                      |
| Has assistance    | or prior advice been sought from the local a             | uthority about thi                     | s application?         | Yes    | <ul><li>No</li></ul> |
|                   |  |  |                        |        |                      |
| 5. Neighbour      | and Community Consultation                               |  |                        |        |                      |
| o                 | and community concurrence.                               |  |                        |        |                      |
| Have you consu    | Ited your neighbours or the local community              | / about the propc                      | sal?                   | Yes    | <ul><li>No</li></ul> |
|                   |  |  |                        |        |                      |
| 6 Authority F     | Employee/Member  |  |                        |        |                      |
| or runnorny .     |  |  |                        |        |                      |
|                   | the Authority, I am:                                     |  |                        |        |                      |
| (b) an            | nember of staff<br>elected member                        | Do any of these                        | statements apply to ye | ou?    |                      |
|                   | ated to a member of staff<br>ated to an elected member   |  |                        |        |                      |
|                   |  |  |                        |        |                      |
| 7. Type of Pro    | oposed Advertisement(s)                                  |  |                        |        |                      |
|                   |  |  |                        |        |                      |
|                   | the proposed advertisement(s): ividually cut 3D letters  |  |                        |        |                      |
| Brand marks or    |  | azina                                  |                        |        |                      |
| LLD Marketing     | Screen - installed internally 3-4m behind gir            | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |                        |        |                      |
| How many of the   | e following type of advertisements are you a             | pplying for?                           |                        |        |                      |
| Fascia sign(s)    | 4 Projecting or hanging                                  | sign(s) 0                              | Hoardin                | g(s) 0 | Other 2              |
| Please describe   |  |  |                        |        |                      |
| LED Screen mo     | 7No planters in external seating area. punted internally |  |                        |        |                      |
| Þ                 |  |  |                        |        |                      |
| 8. Location o     | f Advertisement(s)                                       |  |                        |        |                      |
|                   | ` '  |  |                        |        |                      |
| Is the advertiser | nent(s) you are applying for already in place            | <b>;</b> ?                             |                        |        | No                   |
|                   |  |  |                        |        |                      |
|                   |  |  |                        |        |                      |

| 8. Location of Advertisement(s)  |
|--|
| 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: 31/08/2017 To: 31/08/2022                                 |
| 10. Interest in the Land   |
| Does the applicant own the land or buildings where the adverts are to be placed?  Output  Description:   |
| 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   |
| What is the height from the ground to the base of the advertisement (in metres)?   |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.01 m   |
| What are the dimensions of the proposed advertisement? Height: 0.49 x Width: 2.80 x Depth: 0.00 metres   |
| What materials will the sign be made of?  Individually cut 3D oiled bronzed aluminium letters, adhesivley fixed to existing glazing. (GODIVA)      |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?  49 cm   |
| The colour of text and background:  Olied bronze   |
|  |
| Will the sign be illuminated?  |
| 11 (a). Details of Proposed Advertisement(s) - Fascia Sign   |
| What is the height from the ground to the base of the advertisement (in metres)?   |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.01 m   |
| What are the dimensions of the proposed advertisement? Height: 0.30 x Width: 1.40 x Depth: 0.01 metres   |
| What materials will the sign be made of?   |
| Individually cut 3D oiled bronzed aluminium letters, adhesivley fixed to existing glazing. (Belgium 1926))   |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?  |
| The colour of text and background:   |
| Olied bronze   |
| Will the sign be illuminated?    Yes   No  |
| 11 (a). Details of Proposed Advertisement(s) - Fascia Sign   |
| What is the height from the ground to the base of the advertisement (in metres)?  3.25 m   |
|  |

| 11 (a). Details of Proposed Advertisement(s) - Fascia Sign  |
|---|
| What is the maximum projection of the advanticement from face of huilding (in mature)?  |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.01 m  |
| What are the dimensions of the proposed advertisement? Height: 0.25 x Width: 2.00 x Depth: 0.01 metres  |
| What materials will the sign be made of?  Individually cut 3D oiled bronzed aluminium letters, adhesivley fixed to existing glazing. (GODIVA - entrance doors)  |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?  25 cm  |
| The colour of text and background:  |
| Olied Bronze  |
| Will the sign be illuminated? □ Yes ■ No  |
|   |
| 11 (a). Details of Proposed Advertisement(s) - Fascia Sign  |
| What is the height from the ground to the base of the advertisement (in metres)?  |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.01 m  |
| What are the dimensions of the proposed advertisement? Height: 0.11 x Width: 1.23 x Depth: 0.01 metres  |
| What materials will the sign be made of?  |
| Individually cut 3D Gold sprayed aluminium letters, adhesivley fixed to existing glazing. (Cafe & Chocolatier) )  |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?   |
| The colour of text and background:  Gold  |
| Will the sign be illuminated?    Yes   No   |
|   |
| 11 (d). Details of Proposed Advertisement(s) - Other Sign   |
|   |
| What is the height from the ground to the base of the advertisement (in metres)?  |
| What is the maximum projection of the advertisement from face of building (in metres)?  0.00 m  |
| What are the dimensions of the proposed advertisement? Height: 0.21 x Width: 1.20 x Depth: 0.01 metres  |
| What materials will the sign be made of?  |
| Individually cut 3D oiled bronzed letters, adhesivley fixed to Planters x 7   |
| What is the maximum height of any of the individual letters and symbols (in centimetres)?   |
| The colour of text and background:  |
| Olied Bronze  |
| Olied Bronze  Will the sign be illuminated?    Yes   No   |
|   |
|   |
| Will the sign be illuminated?  Yes No  11 (d). Details of Proposed Advertisement(s) - Other Sign  |
| Will the sign be illuminated?  Yes No  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  4.90 m  |
| Will the sign be illuminated?  Yes No  11 (d). Details of Proposed Advertisement(s) - Other Sign  |
| Will the sign be illuminated?  Yes No  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  What is the maximum projection of the advertisement from face of building (in metres)?  What are the dimensions of the proposed advertisement?  Height: 3.20 x Width: 5.70 x Depth: 0.00 metres |
| Will the sign be illuminated?  Yes No  11 (d). Details of Proposed Advertisement(s) - Other Sign  What is the height from the ground to the base of the advertisement (in metres)?  4.90 m  What is the maximum projection of the advertisement from face of building (in metres)?  0.00 m  |

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|---|------------|------------------------------|--|--|--|--|--|
| 11 (d). Details of Proposed Advertisement(s) - Other  | Sign       |                              |  |  |  |  |  |
| What is the maximum height of any of the individual letters and sym   | 320 cm     |                              |  |  |  |  |  |
| The colour of text and background:  |            |                              |  |  |  |  |  |
| Varies  |            |                              |  |  |  |  |  |
| Will the sign be illuminated?   | Yes        | No                           |  |  |  |  |  |
| Will the sign be illuminated internally or externally?  | Internally | <ul><li>Externally</li></ul> |  |  |  |  |  |
| Illuminance Levels:   | 1,000.00   | 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?  © 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. 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.  Date |            |                              |  |  |  |  |  |
|   |            |                              |  |  |  |  |  |
|   |            |                              |  |  |  |  |  |
|   |            |                              |  |  |  |  |  |
|   |            |                              |  |  |  |  |  |
|   |            |                              |  |  |  |  |  |