

# **Application form**

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**File Number**

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APPLICANT SEEKS CONSENT FOR  
THE PROVISION AND DISPLAY OF  
A STATIC NON-ILLUMINATED  
48 SHEET PANEL ADVERT  
HOARDING (6.1M X 3.05M)  
AFFIXED TO EXISTING POSITION  
ON SOUTH SIDE FLANK WALL  
AT UPPER LEVEL OF NO 14  
NORLAND ROAD.

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THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

**PLANNING APPLICATION COMPLETE**  
**27 JUN 2001**

OFFICE USE ONLY  
 Cash/Cheque £190.00 e/n 046605  
 Date 25/06/01  
 Receipt No. 0274746

Completed copies of this form and the drawings specified overleaf (see note 3) should be sent to: Planning and Conservation, The Town Hall, Hornton Street, London, W8 7NX.

<p><b>1. APPLICANT (Block Capitals please)</b></p> <p>Full Name <u>NOTTING HILL HOUSING TRUST</u></p> <p>Address <u>GROVE HOUSE</u> <u>27 HAMMERSMITH GROVE</u> <u>LONDON</u></p> <p>Postcode <u>W6 0JL</u></p> <p>Tel. No: <u>020 8357-5150</u></p>	<p><b>2. AGENT (if any) (Block Capitals please)</b></p> <p>Full Name <u>IN SITU</u></p> <p>Address <u>26 CROWN ROAD</u> <u>TWICKENHAM</u> <u>MIDDLESEX</u></p> <p>Postcode <u>TW1 3EE</u></p> <p>Tel. No: <u>020 8744-0005</u></p>
<p><b>3. Full postal address or location of the land on which the advertisement is to be displayed.</b></p> <p><u>14 NORLAND ROAD</u> <u>LONDON W11 4TR</u></p>	<p><b>4. State the purpose for which the land or building is now used.</b></p> <p><u>FLANK WALL OF A PARADE OF SHOPS WITH RESIDENTIAL UPPER PARTS. CURRENTLY ACCOMMODATES A REVOLVING, 4B SHEET ILLUMINATED DISPLAY</u></p>
<p><b>5. (a) Has the applicant an interest in the land?</b> [YES / NO] <u>NO</u></p> <p><b>(b) If not, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained? (see note 5)</b> [YES / NO] <u>NO</u></p>	<p><b>6. (a) State the nature of the advertisement (e.g. hoarding or shop sign).</b></p> <p><u>HOARDING</u></p> <p><b>(b) Is the advertisement already being displayed?</b> (YES/NO)</p>
<p><b>7. Description of advertisements</b></p> <p><b>(a) Describe the type of each sign, e.g. fascia, projecting box, pole-mounted free standing.</b> <u>FLAT PANEL</u></p> <p><b>(b) Please give the dimensions of the advertisement (metres).</b> <u>6.1m x 3.05m</u></p> <p><b>(c) Will the advertisement/s be illuminated?</b> <u>NO</u></p> <p><b>(d) If so state the type of illumination (e.g. internally, floodlighting, etc.....)?</b> <u>N/A</u></p> <p><b>(e) Will the illumination be static or intermittent?</b> <u>STATIC</u></p> <p><b>(f) If illuminated, state brightness.</b> <u>N/A</u></p>	
<p><b>8. Period for which consent is sought (see note 2)</b> <u>5 YEARS</u></p>	
<p>I/We apply for consent to display advertisement as shown on the attached plans and drawings</p> <p>SIGNED: <u>M. Cornwall-Jones</u>      DATE: <u>22/6/01</u></p>	

RECEIVED BY PLANNING SERVICES									
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## NOTES

### 1. GENERAL

Under the Town and Country Planning (Control of Advertisements) Regulations 1992 many outdoor advertisements require express consent before they can be lawfully displayed. Applicants should refer to the Regulations for details.

### 2. PERIOD OF CONSENT

Normally the maximum period for which consent may be granted is 5 years; but they have discretion to grant consent for a longer period. If consent is required for a specific period of more or less than 5 years this requirement should be stated in reply to question 8 on the application form.

### 3. DRAWINGS REQUIRED

Two sets of drawings and two copies of the application form are required. Drawings must be to a metric scale. Photographs of the existing building/site would also be helpful. The drawings should show the size of the advertisement and its position on the land or the building in question. For a sign the drawing should indicate the materials to be used, fixing, colours, height above the ground and, where it would project from a building, the amount of projection.

### 4. OWNERS CONSENT

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

### 5. OTHER CONSENTS

A grant of consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 does not rank as consent which may be required for any other e.g. "Listed Building Consent" where the advertisement is to be displayed on a Listed Building.

### 6. SCALE OF FEES IN RESPECT OF APPLICATIONS FOR CONSENT TO DISPLAY ADVERTISEMENTS

See separate list of fees.

### 7. THE RIGHT TO APPEAL

An applicant has a right to appeal against the council's decision to refuse consent, or to grant consent subject to a condition with which the applicant is dissatisfied, or if the Council fails to issue a decision within 8 weeks (or such longer period agreed in writing to them) of their receipt of the application.

