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**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA**

**APPLICATION**

**COMPLETE**

TOWN AND COUNTRY PLANNING ACT 1990

21 JUN 2000

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

OFFICE USE ONLY

Cash/Cheque... £190.00

C/N 028955

Date .....

Receipt No..... 0127032

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>1. APPLICANT (Block Capitals please)</p> <p>Full Name <b>EAGLES COURT LTD</b></p> <p>Address <b>EXHIBITION BUILDINGS WARWICK ROAD LONDON</b></p> <p>Postcode <b>SWS 9TA</b></p> <p>Tel. No: <b>020 7370 8100.</b></p>	<p>2. AGENT (if any) (Block Capitals please)</p> <p>Full Name <b>PETER SIMS ARCHITECTS</b></p> <p>Address <b>4 RICKETT STREET LONDON</b></p> <p>Postcode <b>SW6 1RM.</b></p> <p>Tel. No: <b>020 7610 3434.</b></p>
<p>3. Full postal address or location of the land on which the advertisement is to be displayed.</p> <p><b>AS ABOVE</b></p>	<p>4. State the purpose for which the land or building is now used.</p> <p><b>EXHIBITIONS &amp; PRIVATE FUNCTIONS</b></p>
<p>5. (a) Has the applicant an interest in the land? [YES / NO]</p> <p>(b) If not, has the permission of the owner of any other person entitled to give permission for the display of the advertisement been obtained? (see note 5) [YES / NO]</p>	<p>6. (a) State the nature of the advertisement (e.g. hoarding or shop sign). <b>EXISTING 3 NO ULTRAVISION ROTATING SIGNS TO BE JOINED AS ONE VIA 2 NO ULTRAVISION ROTATING INFILL PANEL SIGNS. EXISTING &amp; PROPOSED TO BE FACULIT.</b></p> <p>(b) Is the advertisement already being displayed? (YES/NO) <b>THE 3 NO ULTRAVISION SIGNS ARE EXISTING.</b></p>
<p>7. Description of advertisements</p> <p>(a) Describe the type of each sign, e.g. fascia, projecting box, pole-mounted free standing.</p> <p>(b) Please give the dimensions of the advertisement (metres).</p> <p>(c) Will the advertisement/s be illuminated?</p> <p>(d) If so state the type of illumination (e.g. internally, floodlighting, etc.....)?</p> <p>(e) Will the illumination be static or intermittent?</p> <p>(f) If illuminated, state brightness.</p>	<p>a) <b>THREE NUMBER ULTRAVISION'S - THREE SIDED ELECTRICAL ROTATING SIGNS ON EXISTING STEEL STRUCTURE WITH TWO NUMBER NEW WALL ROTATING SIGNS</b></p> <p>b) <b>APPROX 21500MM WIDE BY 3500MM HIGH</b></p> <p>c) <b>YES.</b></p> <p>d) <b>NEW FITTINGS TO BE AS PER EXISTING FACULIT TYPE.</b></p> <p>e) <b>STATIC.</b></p> <p>f) <b>PROPOSAL WILL BE EQUIVALENT TO 14X5' - 58 WATT TUBES - SEE SMP LETTER DATED 13.6.00</b></p>
<p>8. Period for which consent is sought (see note 2)</p>	<p><b>5 YEARS.</b></p>
<p><input checked="" type="checkbox"/> We apply for consent to display advertisement as shown on the attached plans and drawings</p>	
<p>SIGNED: <b>C. Thomas</b></p>	<p>DATE: <b>19.6.00.</b></p>

## NOTES

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### 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.

PETER SIMS ARCHITECTS  
4 Rickett Street London SW6 1RU  
email@sims3d.demon.co.uk  
Tel 0207 610 3434 Fax 0207 610 3717

19th June 2000

Royal Borough of Kensington & Chelsea  
Planning Department, Hornton Street  
London, W8 7NX

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Attn. Tracey Rust

Dear Madam,

**Re: Ultravision Signage Alterations - Warwick Road  
Earls Court Exhibition Centre (Ref. 0054/2)**

Further to our site on the 16.5.00.

We enclose our Application For Consent to Display an Advertisement for the above project comprising:-

1. A cheque in the sum of £190.00 for Consent to Display an Advertisement Fee.
2. Completed Consent to Display an Advertisement form.
3. Enclosures as follows:-
  - a) Our drawing no. 0054.01A-
  - b) SMF Displays Ltd's drawing no.s D5079-1/3, -3/3, -4/4 & D1742.
  - c) Moore Media Ltd's fax dated 2.6.00.
  - d) Existing (marked A) and proposed (marked B) photographs.
  - e) SMF Displays Ltd's faxed letter dated 13.6.00.
  - f) SMF Displays Ltd's letter dated 15.6.00.

If you have any queries, please do not hesitate to contact me.

Yours faithfully

*George Athanasi*

George Athanasi

- cc. Chris Morrison - Earls Court Ltd. . (Letter, application & enclosed photographs as per the above)
- Peter Moore - Moore Media Ltd. (Letter, application & enclosed photographs as per the above)
- Colin Francis - The Royal Borough of Kensington & Chelsea(Enclosures as per the above for your comments and approval)
- Barry Croft - The Royal Borough of Kensington & Chelsea . (Letter, application & enclosed photographs as per the above).

