

Advertisement Application

PLEASE ANSWER EVERY QUESTION AFTER READING NOTES OVERLEAF

PLEASE COMPLETE IN BLOCK CAPITALS

I.A. NAME AND ADDRESS OF APPLICANT

Tel. No.: _____

PLEASE COMPLETE IN BLOCK CAPITALS (IF FORM COMPLETED BY AGENT)

IB. NAME AND ADDRESS OF AGENT

Tel. No.: _____
Contact Name: _____

PLEASE COMPLETE IN BLOCK CAPITALS

2. FULL POSTAL ADDRESS OF THE APPLICATION SITE

PLEASE COMPLETE IN BLOCK CAPITALS

3. DESCRIPTION OF PROPOSED WORKS

PLEASE COMPLETE IN BLOCK CAPITALS

4. EXISTING USES

Please state existing use, or if vacant, the last use(s) of the site _____

PLEASE TICK AND COMPLETE

5. INTEREST IN SITE

- The applicant **has an interest** in the land. (Go to Question 6)
- The applicant **does not have an interest** in the land and is therefore **obliged to obtain permission** from the owner, occupier of the land or buildings, who are as follow (see Note 5 overleaf):

Name and Address of owner _____

Name and Address of occupier _____

PLEASE TICK AND COMPLETE

6. ILLUMINATION

- The advertisement **will not** be illuminated
- The advertisement **will be illuminated** by the following method (e.g. internally, externally, floodlighting, etc.):

PLEASE COMPLETE

7. PERIOD OF CONSENT

How many years do you want your consent to run? (Maximum 5 years) _____

PLEASE TICK AND COMPLETE

8. FORMS, PLANS AND FEES

- I submit 1 copy of this form
- I submit 4 copies of all plans

And a fee of £ _____ Cheque/P.O. made PAYABLE TO GREENWICH COUNCIL

FOR OFFICE USE ONLY
FEE/RECEIPT

Signed _____ (Applicant/Agent) Date _____

Development Planning

DEVELOPMENT CONTROL

A Guide to Application for Advertisement Consent

PLEASE READ THESE NOTES BEFORE FILLING IN THE APPLICATION FORM

Do you need consent?

- The definition of advertisement is any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of and employed wholly, or in part, for the purpose of advertisement, announcement or direction and includes any hoarding or similar structure used for the display of advertisements.
- Under the Town and Country Planning (Control of Advertisements) Regulations 1992 all advertisements require consent from the Council, unless they are specifically exempted by the Regulations. The exempted advertisements include those of a temporary nature, many minor advertisements and non-illuminated fascia signs on shops.
- It is not possible in the space available here to describe all the exempted cases in detail. You can ask Development Planning for further information.

Question 1

NAME AND ADDRESS OF APPLICANT AND AGENT

You do not have to employ an agent but if you do, all correspondence from this department will be sent to him/her. If the form is completed by an agent and the agent is a firm or partnership, please give the name of a partner/associate/employee who can be contacted by telephone if necessary.

Question 2

ADDRESS OF APPLICATION SITE

You must submit a site plan with your application. This must show the site and adjoining properties and roads, with a red line drawn around the site. The scale should be 1:1250 and show the direction of north.

Question 3

DESCRIPTION OF PROPOSED ADVERTISEMENT

You must submit appropriate accurate plans to a suitable scale showing: the dimensions of the sign, its location on the site or buildings; fixings; colouring; height above the ground; extent of projection; and the materials to be used in its construction. You should answer Question 3 by giving a brief description of the sign. Example: erection of a luminated fascia sign.

Question 4

EXISTING USE OF LAND OR BUILDING

Please state the use of the site or building(s). If there is more than one use, please list the uses. If the site or building(s) is vacant, please state its last known use and the date when the use stopped.

Question 5

INTEREST IN THE SITE

It is a condition of any consent for the display of an advertisement that permission must be obtained from the owner and occupier of the land, or buildings where the advertisement is to be displayed. Failure to do so is an offence, open to immediate prosecution.

Question 6

ILLUMINATION

To be answered if the sign will be internally or externally illuminated.

Question 7

DESCRIPTION OF PROPOSED ADVERTISEMENT

PERIOD FOR WHICH CONSENT IS SOUGHT

If consent for the display of an advertisement is required for a specific period only, this should be stated on the form. (Advertisement consents are generally given for a maximum period of 5 years, though the Council may specify a shorter period in appropriate cases.)

Question 8

FORMS, PLANS AND FEES

The Council requires you to submit one copy of this form and four copies of any plans. The fees for advertisement applications, which must accompany the application are currently:

Relating to the business on the premises £75

Advance signs directing the public to a business £75

All other advertisements £265

Remember to sign and date the application.

ADDITIONAL INFORMATION

If you wish to draw any additional information to the Council's attention, please submit an accompanying letter with your application.

BUILDING ACTS AND REGULATIONS

Please note that an application for approval under Planning Controls is separate from that required under the Building Act and Regulations.

- An advertisement illuminated by high-voltage electric discharge lighting on a building exceeding 250,000 cubic feet in extent and used, for trade, manufacturing, or warehouse purposes (London Building Acts (Amendment) Act, 1939, Section 20).

- An advertisement structure, such as a tubular structure, requiring approval from the structural aspect under the London Building Acts (Amendment) Act, 1939, Part IV.

- Illuminated signs at petrol stations and other premises licensed under the Petroleum (Regulation) Acts, 1928 and 1936.

- Advertisements at theatres and other places licensed under the Petroleum (Regulation) Acts, 1928 and 1936.

- Advertisements at theatres and other places licensed for public entertainment (Cinematograph Act, 1909; London County Council (General Powers) Acts, 1930 and 1938).

Should you require further information and advice on Building Control matters, please contact the Building Control Division at:

Peggy Middleton House,
50, Woolwich New Road,
Woolwich,
SE18 6HQ

Tel. No: 020 8854 8888

Other Consents

Any consent granted under this Control of Advertisements Regulations will not relieve an applicant of his obligation to comply with requirements of any other statute.

Further Information/Completed Application

You should complete and submit 4 copies of your Planning Application form and a copy of the appropriate Certificate, together with 6 copies of all plans, or drawings to the following address. If you still have any queries you can call at the office, or telephone:

Development Planning

Peggy Middleton House,
50 Woolwich New Road,
Woolwich, London SE18 6HQ

Tel. No: 020 8854 8888

Reception counter open:

9.30 a.m. to 5.00 p.m., Monday to Thursday

9.30 a.m. to 4.00 p.m., Friday.

Public car parking facilities are available and several bus routes serve the area.

Development Planning