

E N V I R O N M E N T D E P A R T M E N T  
APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

**The Town and Country Planning (Control of Advertisements) Regulations 1992**

Please complete in BLOCK capitals with a ball point pen

**Please refer to the notes before completing any part of this form.**

**Ia. Applicant**

Name  
  
Address  
  
  
Telephone

**Ib. Agent** (if any)

Name  
  
Address  
  
Telephone  
  
Personal contact name

**2. Location**

Site/address of proposed site on which the advertisement is to be displayed (see note 2)

**3. Ownership**

Has the applicant an interest in the land?

YES

NO

**A.** If YES, what is the nature of the interest? (see note 3)

**B.** If NO, who owns the land?

Name  
  
Address  
  
  
Telephone

**C.** Has the owner consented to the proposed advertisement? (see note 3)

YES

NO

**4. Land Use**

State the purpose(s) for which the land or building(s) is/are now used

1 of 2

## 5. Time

Period of time for which consent is sought  
(See note 5)

If the application is to retain an existing advertisement, state  
the date when it was first displayed

## 6. Proposal

State the nature of the advertisement (see note 6)

a. Surface are(s)

 sq. m

b. Height from ground to:

(i) top of advertisement

 m

(ii) base of advertisement

 m

c. Maximum height of letters, figures or symbols

 m

d. Maximum projection from face of building

 m

e. State if sign projects over public footways

(i) the width of the footpath

 m

(ii) the extent of the projection over the footpath

 m

## 7. Illumination

Will the advertisement be illuminated (See note 7)

YES  NO

If YES, state:

(i) the type of illumination

(ii) the means and intensity of illumination

(iii) will the illumination be static or intermittent

## 8. Plans

Please list all drawings and plans (2 copies of each are required) (See note 8)

## 9.

I hereby apply for consent to display the advertisement(s) described above

Name	
Signature	
On behalf of (if agent)	Date

## Notes for Application to display an advertisement

**Please read these notes before filling in the application form**

### 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 or should contact the Environment Department at the address below.

### Other Consents

Consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 does not relieve the applicant from obtaining any other consents which may be necessary e.g. under the Petroleum Acts, the Building Regulations etc.

### Submitting This Application:

Please use the label attached to the application form as this will ensure your application is processed in the quickest possible time or send your application to:

Development Control  
Environment Department  
Town Hall Extension  
London Borough of Hammersmith & Fulham  
King Street  
London W6 9JU

Further information and advice is available from:  
Environment Department Reception  
Third Floor  
Hammersmith Town Hall  
King Street  
London W6 9JU

Telephone:  
020 8748 3020 extension 3330/3331  
020 8753 1081 (direct line).

Most of the questions on this form are self-explanatory. However, the following may clarify certain points. The numbering corresponds with the question on the form.

**2.** A site plan will be required if the advertisement(s) is/are not to be affixed to a building.

**3a.** e.g. Freehold, leasehold etc.

**3c.** It is a condition of every consent granted by or under the regulations that before the advertisement to which the consent relates is displayed, the permission of the owner of the land or other person entitled to grant permission shall be obtained.

**5.** Normally the maximum period for which consent may be granted is 5 years. The Council may not grant consent for a longer period without special approval from the Secretary of State for the Environment. If consent is required for a specific period of less than 5 years this should be stated in question 5.

**6.** e.g. Fascia sign, projecting sign, hoarding etc.

**7.** (i) e.g. internal, external etc.  
(ii) e.g. Tungsten, fluorescent. Consent will not normally be given for an illuminated sign with a surface brightness exceeding 200 lux.  
(iii) Consent will not normally be given for a sign with intermittent illumination, including flashing or sequenced lights.

**8.** Drawings may be in black and white on paper. They should show the size of the advertisement(s) and its/their position on the land or buildings. Materials to be used must be specified, together with fixings, colours height above ground and, for projecting signs, the amount of projection.

**9.** Signature and fees.

Please refer to the scale of fees enclosed. The fee required is set by the Town and Country Planning (Fees for Planning Applications and Deemed Applications) Regulations 1989.

No fee is required for a second application if a fee was paid on a similar application that was granted, refused or withdrawn in the previous twelve months.

**We cannot give you a decision on your application unless the correct fee has been paid.**

**Should you decide to withdraw your application, the fee cannot be refunded.**

**Please ensure that you have signed the application form. Original signatures are required.**