



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

LAZ

Surname

TYREKIDIS

Company Name

Aristocracy London Ltd

Address

Address line 1

15 Cromwell Rd

Address line 2

Address line 3

Town/City

LONDON

County

Country

Postcode

SW7 2JB

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Two gold leaf gilded letter signs are proposed: one applied directly to the main façade above the entrance, and one vertically positioned on the left-side column of the same elevation. Both are designed to be sympathetic to the historic character of the listed building, as shown in the relevant drawings and photo collages.

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

2 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

0.4 centimetres

What materials will the advertisement be made of?:

Main Façade Sign Type: Non-illuminated individual lettering Material: Gold leaf gilding on painted plywood surface Placement: Above the main entrance on the rear façade Fixing: Directly applied to the painted plywood using conservation-appropriate adhesive Design: Identical to the branding of Aristocracy London Ltd, as shown in the submitted drawings and photo collages

The colour of text and background:

Navy Blue, Gold Leaf

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.4 metres

Width:

0.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

2.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.818 metres

What is the maximum height of any of the individual letters and symbols?:

0.17 centimetres

What materials will the advertisement be made of?:

Material: Gold leaf gilding on painted plywood surface Placement: Vertically aligned on the left-side column (pilaster) adjacent to the entrance Fixing: Directly applied to the painted plywood using reversible conservation methods Design: Identical to the branding of Aristocracy London Ltd, maintaining proportionality with the column, as detailed in the submitted drawings and photo collages

The colour of text and background:

Black metal, Gold Leaf gilding letters on Navy Blue paint.

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

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

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/09/2025

To Date

01/07/2035

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

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?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☒ Yes
☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Sent via email

Date (must be pre-application submission)

09/05/2025

Details of the pre-application advice received

Advice received for the Advertisement Consent and the full Listed Building Consent that has been submitted separately.
Elevation and photocollages to be submitted to support the application.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

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

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

ANDREAS SKOURTIS

Date

17/07/2025