

Application for consent to display an advertisement(s)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

You can complete and submit this form electronically via the Planning Portal by visiting www.planningportal.gov.uk/apply

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.

Please complete using block capitals and black ink.

It is important that you read the accompanying guidance notes as incorrect completion will delay the processing of your application.

1. Applicant Name and Address

Title:	Miss	First name:	Lynda
Last name:	Toogood		
Company (optional):	Anchor Pilates Ltd		
Unit:		House number:	17
		House suffix:	
House name:			
Address 1:	Rosemary Close		
Address 2:			
Address 3:			
Town:	Whitehaven		
County:	Cumbria		
Country:	UK		
Postcode:	CA28 6JH		

2. Agent Name and Address

Title:		First name:	
Last name:			
Company (optional):			
Unit:		House number:	
		House suffix:	
House name:			
Address 1:			
Address 2:			
Address 3:			
Town:			
County:			
Country:			
Postcode:			

3. Site Address Details

Please provide the full postal address of the application site.

Unit: 1House number: House suffix:

House name:

Address 1: Schoolhouse Lane

Address 2:

Address 3:

Town: Whitehaven

County: Cumbria

Postcode (optional): CA28 7DE

Description of location or a grid reference.
(must be completed if postcode is not known):

Easting: Northing:

Description:

This is a newly registered commercial address. It is at the rear of property 72 Lowther Street, Whitehaven, Cumbria, CA28 7AH

4. 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).

Please tick if the full contact details are not known, and then complete as much as possible:

Officer name:

Oliver Hoban

Reference:

Date (DD/MM/YYYY):

(must be pre-application submission)26/06/2026

Details of pre-application advice received?

Contacted Mr Hoban as i am unable to submit the application electronically as this is a newly registered address hence paper application.

5. Neighbour and Community Consultation

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

☐ Yes☒ No

If Yes, please provide details:

6. Authority Employee / Member

With respect to the Authority, I am:

Do any of these statements apply to you?

☐ Yes☒ No

(a) a member of staff

(b) an elected member

(c) related to a member of staff

(d) related to an elected member

If Yes, please provide details of the name, relationship and role

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

The proposal is for the installation of a double-sided projecting sign to the exterior of the property. The sign is 50cm x 50cm square and comprises a 19mm rigid white sign panel, with the white substrate remaining visible along the outer edges. Printed vinyl graphics will be applied to both faces of the panel providing identical branding for a Pilates Studio when viewed from either direction. The sign faces will have a black background, with the business name, logo and associated text applied in a contrasting light neutral colour. The typeface used is Montserrat, with the specified brand colour CFC8V8.

The sign will be supported from the building by a black metal projecting bracket, providing a simple and understated appearance that compliments the black sign face and the exterior of the existing building. The sign will project perpendicular to the building to provide clear identification of the commercial premises for pedestrians approaching from either direction.

The proposed signage is contemporary and minimal design and proportionate and complimentary to its commercial setting. The sign is intended solely for business identification and advertising purposes.

Materials and finish

- 19mm thick rigid white sign panel with visible white edges
- Printed vinyl graphics applied to both faces
- Black background to both sign faces
- Montserrat typeface

Please indicate the number of the following types of advertisement(s) you are applying for:	Number of advertisement(s)
Application for fascia sign(s)	
Application for a projecting or hanging sign(s)	1
Application for a hoarding(s)	
Other	

If you selected Other, please describe:

8. Location of Advertisement(s)

Is the advertisement you are applying for already in place?

☐ Yes☒ No

If Yes, please provide details of when the use or work started:

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes☒ No☐ Not applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photographs.

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes☐ No

9. Advertisement Period

Please state the period of time for which consent is sought for the advertisement: From 10/09/2026 To 10/09/2027 date (DD/MM/YYYY)

10. 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

If No, why not?

11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)					
	Advertisement 1		Advertisement 2		Advertisement 3
Type:					
a) The height from the ground to the base of the advertisement (in metres)	261cm				
b) The dimensions of the proposed advertisement(H x W x D) (in metric)	50cm x 50cm Square				
c) The maximum height of any of the individual letters and symbols (in metric)	5cm				
d) The colour of the text and background	Black background with neutral text in colour CFC8V8				
e) Materials of the proposed sign(s)	19mm rigid form with printed vinyl applied to both sides. Supported by a black metal bracket.				
f) The maximum projection of advertisement from the face of the building	55cm				
Will any of the sign(s) be illuminated	Yes ☐	No ☒	Yes ☐	No ☐	Yes ☐
If Yes for any of the proposed signs, answer g), h) and i)					
g) Details of method of illumination (internally illuminated/externally illuminated)					
h) illuminance levels (cd/m²)					
i) Will the illumination be static or intermittent?					

12. Planning Application Requirements - Checklist

Please read the following checklist to make sure you have sent all the information in support of your proposal. Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the Local Planning Authority has been submitted.

The original completed and dated application form:



Drawings

The drawing of the proposed advertisement should show its dimensions and position on the land or building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. A site location plan should also be provided which identifies the proposed position of the advertisement and location of the site by reference to at least two named roads. It should be drawn to an identified scale and show the direction of North. Ordnance Survey maps are not required. Photographs and photomontages may be used. The original of each drawing should be provided:



Description of signs, size and illumination

The type of each sign for which application is being made, e.g. fascia, projecting box, pole-mounted free-standing, should be shown, together with the dimensions of each sign. If any of the signs are to be illuminated please describe the type of illumination, e.g. internal, external, floodlight, etc, and whether the illumination will be static, flashing, or have moving parts. The original each description should be provided:



The original plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of north:



The original plans and drawings or information necessary to describe the subject of the application:



The correct fee:



Owner's 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.

Where the site is within the boundaries of a highway, evidence that the application is acceptable to the highway authority must be provided.

13. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.

Signed - Applicant:

Or signed - Agent:

Date DD/MM/YYYY):

[Redacted Signature]

[Redacted Signature]

24/08/2026

(date cannot be pre-application)

14. Applicant Contact Details

Telephone numbers

Country code: National number: Extension number:

+44 [Redacted National Number]

Country code: Mobile number (optional):

Country code: Fax number (optional):

Email address (optional):

15. Agent Contact Details

Telephone numbers

Country code: National number: Extension number:

Country code: Mobile number (optional):

Country code: Fax number (optional):

Email address (optional):

16. 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? (Please select only one)

☐ Agent

☒ Applicant

☐ Other (if different from the agent/applicant's details)

If Other has been selected, please provide:

Contact name:

[Redacted Contact Name]

Telephone number:

[Redacted Telephone Number]

Email address:

[Redacted Email Address]