Planning Service
London Borough of Lewisham
Laurence House
1 Catford Road
London
SE6 4RU

Telephone: 020 8314 7400
Fax: 020 8314 3127
e-mail: planning@lewisham.gov.uk

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

120-122 Pubola Ltd

Address Line 1

Deptford High Street

Address Line 2

Address Line 3

Lewisham

Town/city

London

Postcode

SE8 4NS

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

Easting (x)

537195

Northing (y)

177338

Description

Applicant Details

Name/Company

Title

Mr

First name

James

Surname

Waller

Company Name

AS Watson

Address

Address line 1

51 Sydenham Road

Address line 2

Address line 3

Town/City

Croydon

County

Country

United Kingdom

Postcode

CR0 2EU

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Mark

Surname

Cherrett

Company Name

mc:67 creative solutions

Address

Address line 1

c/o The Shore Group

Address line 2

First Floor South, Heversham House

Address line 3

19 Boundary Road

Town/City

Hove

County

Country

GB

Postcode

BN3 4EF

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Externally illuminated fascia sign
Externally illuminated projecting sign
Wall graphic
Glazing manifestations

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1 metres

Width:
9.03 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
Folded aluminium panel, with acrylic letters

The colour of text and background:
Fascia panel - White RAL 9003 Letters - Blue C84 MO Y18 KO / Red pantone 485C / Black Avery 701

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
350 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Projecting or Hanging Sign

Height:
0.6 metres

Width:
0.6 metres

Depth:
0.1 metres

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

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

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

What materials will the advertisement be made of?:
Aluminium with acrylic letters

The colour of text and background:
Fascia panel - White RAL 9003 Letters - Blue C84 MO Y18 KO / Red pantone 485C / Black Avery 701

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:

350 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
2.85 metres

Width:
0.85 metres

Depth:
0.01 metres

What is the height from the ground to the base of the advertisement?:
0.1 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?:
20 centimetres

What materials will the advertisement be made of?:
Vinyl applied to dibond sheet

The colour of text and background:
Background - Blue C84 MO Y18 KO Lettering - Red Pantone 485C / Yellow Pantone 803C / Black Avery 701

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
0.05 metres

Width:
8.6 metres

Depth:
0.01 metres

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

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

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

What materials will the advertisement be made of?:
Vinyl

The colour of text and background:
Frosted vinyl

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Lobby Wall Graphic
Window manifestations

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

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 photograph(s)

A003 - Existing elevation
Photo 1 - Existing shop front

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

05/10/2026

To Date

04/10/2031

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

Interest In the Land

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

⊘ 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

Mark Cherrett

Date

05/08/2026