



1 Example Street London SW1A 1AA

ADVERTISEMENT CONSENT

On behalf of Example Developments Ltd

Wren

Wren is a trading name of Shonaike Finance Ltd (Company No. 16406111). Registered office: 3rd Floor, 86-90 Paul Street, London, EC2A 4NE.

Regulated by the Royal Town Planning Institute

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Introduction

1.1 Purpose of this Statement

- 1.1.1 This Statement has been prepared by Wren on behalf of Example Developments Ltd in support of an application for express advertisement consent at 1 Example Street, London SW1A 1AA, under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It describes the signage proposed and assesses it against the two considerations to which advertisement control is directed.

1.2 The statutory tests

- 1.2.1 The display of advertisements is controlled solely in the interests of amenity and public safety; the merits of the goods, services or business advertised are not relevant. In assessing amenity, regard is had to the general characteristics of the locality, including the presence of features of historic, architectural, cultural or similar interest. This Statement addresses each of the two tests in turn.
- 1.2.2 This is a specimen document; all names, figures and details are illustrative and do not relate to any real site or application.

FIGURE PLACEHOLDER

Figure 1.1 Site Location Plan

Imagery is generated from your site data in the final document.

Figure 1.1 Site Location Plan

Source: Contains OS data © Crown copyright and database rights 2026

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The Site and the Advertisement

2.1 The Site and the proposal

2.1.1 The Site comprises a ground-floor commercial unit within an established mixed-use frontage, forming part of a nineteenth-century terrace. The proposal is for the display of a fascia sign and a projecting sign to the shopfront, replacing the existing signage, as shown on the submitted drawings. The details of each sign are set out in the table below.

Table 2.1: Advertisement details

Sign	Type	Dimensions	Height above ground	Illumination
A	Fascia	3.0 m × 0.5 m	3.2 m to underside	Externally lit (trough)
B	Projecting	0.6 m × 0.6 m	3.0 m to underside	Non-illuminated

2.2 Design and materials

2.2.1 The signage has been designed to respect the traditional character of the shopfront and the wider frontage. The fascia sign is proportioned to the existing fascia band and is of a traditional form, with an external trough light of restrained appearance and modest output. The projecting sign is small, hand-painted in appearance and non-illuminated. Neither sign involves internal illumination or digital display.

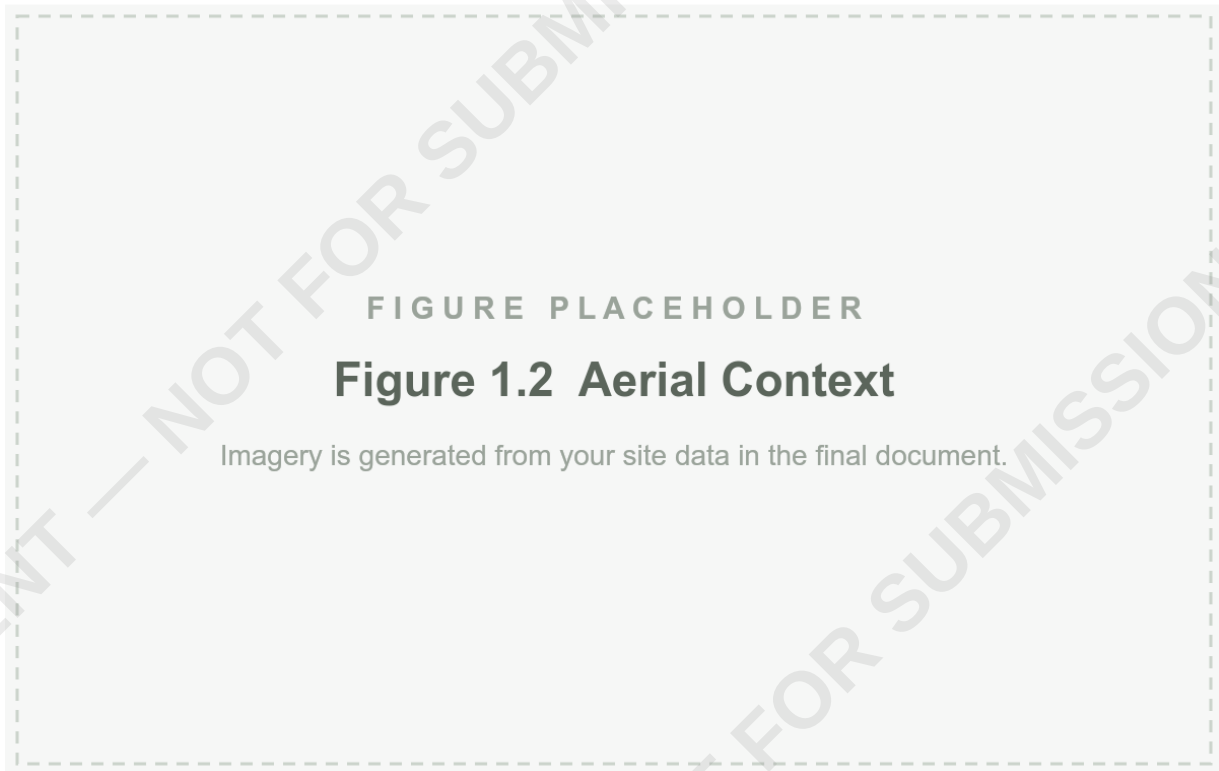


Figure 1.2 Aerial Context
Source: Mapbox / Maxar

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Assessment

3.1 Amenity

- 3.1.1 The proposed signage is proportionate to the shopfront and to the scale of the building, and is of a traditional form and modest illumination that respects the character and appearance of the frontage and of the conservation area within which the Site is assumed to lie. The fascia sign occupies the established fascia band without overspilling the shopfront, and the projecting sign is small and subordinate. The external illumination is limited to a low-output trough light to the fascia, which would not give rise to any material light spill or to a harmful degree of prominence in the streetscape. The proposals would preserve the visual amenity of the area.

3.2 Public safety

- 3.2.1 The signage has been assessed against the interests of public safety. Neither sign would obstruct or impair the sightlines of drivers or pedestrians, obscure or be confused with any traffic sign or signal, or otherwise give rise to any hazard to road users. The projecting sign is mounted at a height that maintains clear headroom over the footway. The proposals would not prejudice public safety in any respect.

3.3 Conclusion

- 3.3.1 The proposed signage satisfies both of the tests to which advertisement control is directed, being acceptable in terms of amenity and raising no issue of public safety. It is respectfully requested that express advertisement consent be granted.

Prepared by

A. Specimen

BA (Hons) MSc MRTPI · Membership No. SPECIMEN
Chartered Town Planner, for and on behalf of Wren

Signed

Date



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This Advertisement Consent has been prepared by Shonaïke Finance Ltd for the use of Example Developments Ltd in connection with the applications described at Section 1. It may not be relied upon by any other party or used for any other purpose without the prior written agreement of Shonaïke Finance Ltd. The opinions expressed are given in good faith on the basis of the information available at the date of preparation.