

PLANNING DEPARTMENT

Plymouth City Council, Floor 2, Ballard House,
West Hoe Road, Plymouth, PL1 3BJ

Tel: (01752) 304366

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Application for consent to display an advertisement(s).

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

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.

1. Site Address

Number	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Royal Citadel"/>
Address line 1	<input type="text" value="Hoe Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Plymouth"/>
Postcode	<input type="text" value="PL1 2PD"/>

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

Easting (x)	<input type="text" value="248043"/>
Northing (y)	<input type="text" value="53906"/>

Description

2. Applicant Details

Title	<input type="text" value="Mrs"/>
First name	<input type="text" value="Liz"/>
Surname	<input type="text" value="Cole"/>
Company name	<input type="text" value="Plymouth City Council"/>
Address line 1	<input type="text" value="Ballard House"/>
Address line 2	<input type="text" value="West Hoe Road"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Plymouth"/>

2. Applicant Details

Country

Postcode

PL1 3BJ

Are you an agent acting on behalf of the applicant?

☐ Yes ☒ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Reinstatement of the 'Welcome to Plymouth' sign on PCC land below the Marine Biological Association building, above Madeira Road. It is a priority project for the Mayflower 400 project and needs to be completed by July 2021. There has been a 'Welcome to Plymouth' sign in various guises on the same point on the slope below the MBA for many years which has consisted of both bedding plants and loose stone in different combinations. The new proposal is to replace the floral letters with solid steel letter, rein filled letters and surrounded by sedum matting. The aim is allow the welcome message to be seen year-round, and require minimal maintenance.

The site lies within the boundary of Scheduled Monument No. 1012943 The Royal Citadel, an application to Heritage England has been submitted for Scheduled Ancient Monument consent after pre planning advice was received from both Heritage England and PCC.

Please select the type(s) of advertising you are proposing:

- ☐ Fascia sign(s)
- ☐ Projecting or hanging sign(s)
- ☐ Hoarding(s)
- ☒ Other type(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0 x Width: 0 x Depth: 0 metre(s)
What materials will the sign be made of? steel and resin	
What is the maximum height of any of the individual letters and symbols?	150 cm
The colour of text and background Text in resin to match local stone	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

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

4. Type of Proposed Advertisement(s)

Permanent steel frame lettering on the bank at ground level that says 'Welcome to Plymouth'.

5. 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

6. Advertisement(s) Period

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

From

31/05/2021

To

31/05/2041

7. Neighbour and Community Consultation

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

☒ Yes ☐ No

If Yes, please provide details:

We have had pre-planning advice from Historic England that in principle supports the proposal a full application has been submitted. MoD and English Heritage consulted as part of process.

The revised plans have been circulated to the following stakeholders:

•PCC Transport Department who had no issues relating to proximity to Madeira Road

•Devon Gardens Trust who were in full support

•Hoe Neighbourhood Forum, of 12 individual replies from members, 10 were in full support, 2 not in favour.

•Mayflower 400 City Readiness Committee chaired by Leader of the Council Tudor Evans, councillors, senior PCC officers and local stakeholders in full support.

•English Heritage & MOD.

8. 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

9. 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

Mr

First name

Surname

Reference

20/01282/MOR

Date (Must be pre-application submission)

10/09/2020

Details of the pre-application advice received

9. Pre-application Advice

The proposal would be supported in principle.
The reinstatement of the lettering is welcomed, and the Historic England comments have been taken on board in terms of material and level of works proposed.
Advertising consent would be required for the signage from the Local Planning Authority, with Scheduled Ancient Monument consent being required from Historic England

10. Interest In the Land

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

☒ Yes ☐ No

11. 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.

☒ Yes ☐ No

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?

If yes, please provide details of their name, role, and how they are related:

12. 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. ☒

Date (cannot be pre-application)

08/04/2021