

Durham County Council

Regeneration and Economic Development
Planning Development
County Hall
Durham
DH1 5UL



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

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

2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

2. Applicant Details

Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="dl55af"/>
Are you an agent acting on behalf of the applicant?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

I would like to have 3 x banners to the side elevation of 23 Neville Parade, DL5 5DH displaying what my business currently offers as currently there is no advertisement to the shop and as such looks to be a flat from the outside. The banners are to be 8ft x 2ft and will be fitted adjoining each other so a total area of 8ft x 6ft to the side elevation. By doing this I can attract customers who use the main road to my business and hopefully build a large clientele. Please review photo of the banner designs.

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

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

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3 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?	
Vinyl Material	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background	
Black Text. Background is pink/ gold	
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?	

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

12/04/2021

To

12/04/2025

7. Neighbour and Community Consultation

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

Yes No

If Yes, please provide details:

Below shops all have signage to the fronts and everyone is happy about this. It provides local advertisement for small businesses.

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

aPRE28/21/01075

Date (Must be pre-application submission)

25/03/2021

Details of the pre-application advice received

BANNERS

Based on the submitted information, I can confirm that advertisement consent would be required for the proposed banner signs (in accordance with the provisions as set out within the town and county planning (control of advertisements) regulations 2007.

Whilst unable to pre-empt the views of the local planning authority, I am of the opinion that the proposed works would be acceptable 'in principle'

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

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?

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)