



www.newham.gov.uk\planning

Email: development.control@newham.gov.uk Tel: 020 8430 2000

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.

1. Site Address

Number

Suffix

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.

Property name		
Address line 1	363 Barking Road	
Address line 2	East Ham, London	
Address line 3		
Town/city	London	
Postcode	E6 1LA	
Description of site loc	ation must be completed if postcode is not known:	
Easting (x)	542467	
Northing (y)	183641	
Description		
2. Applicant Det	ails	
Title		
First name		
Surname	C/O Agent	
Surname Company name	C/O Agent Lidl Great Britain Limited	
Company name	Lidl Great Britain Limited	
Company name Address line 1	Lidl Great Britain Limited C/O Agent	
Company name Address line 1 Address line 2	Lidl Great Britain Limited C/O Agent	
Company name Address line 1 Address line 2 Address line 3	Lidl Great Britain Limited C/O Agent	

2. Applicant Detai	ls		
Country	C/O Agent		
Postcode			
Are you an agent acting	g on behalf of the applicant?		
Primary number	07876871704		
Secondary number			
Fax number			
Email address	george.evans@rapleys.com		
3. Agent Details			
Title	Mr		
First name	George		
Surname	Evans		
Company name	Rapleys LLP		
Address line 1	Rapleys LLP		
Address line 2	55 Spring Gardens		
Address line 3			
Town/city	Manchester		
Country			
Postcode	M2 2BY		
Primary number	07876871704		
Secondary number			
Fax number			
Email	george.evans@rapleys.com		
4. Type of Propos	ed Advertisement(s)		
	oposed advertisement(s)		
1 no. Corporate Facia sapproved ground floor	Sign; 1 no. Corporate Projecting Sign; and, 1 no. Poster retail unit.	Display Unit, all o	f which will be mounted along the eastern elevation of the
Please select the type(Fascia sign(s) Projecting or hangin Hoarding(s) Other type(s)	s) of advertising you are proposing: g sign(s)		
Please add details of ea	ach proposed fascia sign		
Fascia sign(s): 1			
What is the height from	om the ground to the base of the advertisement?		0 metre(s)

4. Type of Proposed Advertisement(s)			
What is the maximum projection of the advertisement from face of building?	0 metre(s)		
Dimension:	Height: 2.5 x Width: 2.5 x Depth: 0 metre(s)		
What materials will the sign be made of?			
Steel, Aluminium and Acrylic			
What is the maximum height of any of the individual letters and symbols?	0 cm		
The colour of text and background			
Blue (RAL 5010), Red (RAL 3020) and Yellow (1021)			
Will the sign be illuminated?	Yes		
Will the sign be illuminated internally or externally?	Internally Illuminated		
Illuminance levels	548 cd/m2		
Will the illumination be static or intermittent?	Static		
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?	0 metre(s)		
What is the maximum projection of the advertisement from face of building?	0 metre(s)		
Dimension:	Height: 0.99 x Width: 0.99 x Depth: 0.314 metre(s)		
What materials will the sign be made of?			
Aluminium and Acrylic			
What is the maximum height of any of the individual letters and symbols?	0 cm		
The colour of text and background			
Blue (RAL 5010), Red (RAL 3020) and Yellow (1021)			
Will the sign be illuminated?	Yes		
Will the sign be illuminated internally or externally?	Internally Illuminated		
Illuminance levels	548 cd/m2		
Will the illumination be static or intermittent?	Static		
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: 1.17 x Width: 1.5 x Depth: 0.06 metre(s)		
What materials will the sign be made of? Aluminium			
What is the maximum height of any of the individual letters and symbols?	0 cm		
The colour of text and background			

4. Type of Proposed Advertisement(s)					
Will the sign be illumi	inated?	No			
Will the sign be illumi	inated internally or externally?				
Illuminance levels		0 cd/m2			
Will the illumination b	pe static or intermittent?				
Please describe each o	of the 'Other type(s)' of advertising proposed				
Poster Display Unit					
5. Location of Adv					
Is the advertisement(s)	you are applying for already in place?		Yes	No	
Is an existing advertise	ment(s) to be removed and replaced by the advertisement(s) in this propo	sal?	Yes	No	○ Not Applicable
Will the proposed adve	rtisement(s) project over a footpath or other public highway?		Yes	□ No	
6. Advertisement(s) Period				
	d of time for which consent is sought for the advertisement				
From	20/07/2021				
То	20/07/2026				
7. Neighbour and	Community Consultation				
Have you consulted you	ur neighbours or the local community about the proposal?			No	
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	v needs to make an appointment to carry out a site visit, whom should they	contact?			
The agentThe applicant					
Other person					
9. Pre-application	Advice				
Has assistance or prior	advice been sought from the local authority about this application?			No	
10. Interest In the	Land				
Does the applicant own	the land or buildings where the adverts are to be placed?			No	
If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement Yes No					
been obtained?					
44 Austhauster F	Javaa/Mamhar				
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				
informed observer, ha the Local Planning Au	his question, "related to" means related, by birth or otherwind considered the facts, would conclude that there was lithority.	bias on the part of the decision-maker in		
Do any of the above s	tatements apply?			
12. Declaration				
I/we hereby apply for p that, to the best of my/	planning permission/consent as described in this form and /our knowledge, any facts stated are true and accurate an	I the accompanying plans/drawings and ad d any opinions given are the genuine opinion	ditional information. I/we confirm ons of the person(s) giving them. ✓	
Date (cannot be pre- application)	01/06/2021			

Planning Portal Reference: PP-09873689