Bromsgrove District Council
www.bromsgrove.gov.uk

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	Unit 1
Address line 1	Redditch Gateway
Address line 2	
Address line 3	
Town/city	Redditch
Postcode	B98 9EU

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

Easting (x)	408362
Northing (y)	268160

Description

Display of advertisement - signage to building elevations and monument signage

2. Applicant Details

Title	.
First name	.
Surname	.
Company name	Stoford Gorcott Ltd
Address line 1	26-28 Ludgate Hill
Address line 2	
Address line 3	
Town/city	Birmingham

2. Applicant Details

Country	
Postcode	B3 1DX

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)

1 no. 'monument' sign, displaying the Amazon logo, site address and directional information around the site/building, to be located adjacent to the access road, within Stratford District Administrative Area

NB - additional signage shown on the enclosed plan, is located within Stratford District and a separate application is being made

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?	0.32 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.75 x Width: 4.08 x Depth: 0.1 metre(s)
What materials will the sign be made of? aluminium, acrylic	
What is the maximum height of any of the individual letters and symbols?	38 cm
The colour of text and background black lettering, blue logo, white background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

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

1 no. 'monument' sign (Monument Signage Design A) - to be displayed within the site, left of the access road. NB: two further signs of similar size are also being installed, and are located within Stratford DC administrative area - these are shown on the enclosed plan for context only.

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	01/07/2021
To	01/07/2041

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ 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 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	
First name	
Surname	
Reference	Officer at Stratford DC

Date (Must be pre-application submission)

17/03/2021

Details of the pre-application advice received

Email correspondence between Stoford and SDC, confirming that the Monument Signage required advertisement consent, (in addition to elevation signage) and that further signage within the car parking area, muster point signage, pedestrian crossing signage and 'danger' signage (around ponds) did not require consent.

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

11. Authority Employee/Member

(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)	15/06/2021