

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	16
Suffix	
Property name	
Address line 1	Livery Street
Address line 2	
Address line 3	
Town/city	Leamington Spa
Postcode	CV32 4NG
Description of site location must be completed if postcode is not known:	
Easting (x)	431891
Northing (y)	265852
Description	

**2. Applicant Details**

Title	Mrs
First name	Abida
Surname	Parveen
Company name	Creams Cafe
Address line 1	16, Livery Street
Address line 2	
Address line 3	
Town/city	Leamington Spa

2. Applicant Details

Country	
Postcode	CV32 4NG
Are you an agent acting on behalf of the applicant?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	David
Surname	Hulme
Company name	Summerbell
Address line 1	Flat 5
Address line 2	15 Clarendon Square
Address line 3	
Town/city	Leamington Spa
Country	United Kingdom
Postcode	CV325QT
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Stand-off lettering and hanging sign	
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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 fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.8 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.03 x Width: 3.6 x Depth: 0.05   metre(s)
What materials will the sign be made of?  Aluminium	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background  White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	500 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?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.75 metre(s)
Dimension:	Height: 0.7 x Width: 0.7 x Depth: 0.25   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  White and purple text on black background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☒ Yes ☐ No

If yes, please provide details

The hanging signage is already in place

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ☐ Yes ☒ No ☐ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

1002-SUMM-DR-001 EXISTING AND PROPOSED SIGNAGE - P03

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	<input type="text" value="28/07/2021"/>
To	<input type="text" value="28/07/2023"/>

## 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	<input type="text" value="Mr"/>
First name	<input type="text"/>
Surname	<input type="text"/>
Reference	<input type="text" value="email only"/>

Date (Must be pre-application submission)

Details of the pre-application advice received

we would be looking for white light as this is in keeping with the streetscene  
The letters should have a narrower profile to not protrude so far from the fascia. We have supported 5cm including the pins at sites in close proximity  
The section drawing will need to be amended to provide further detail of the halo illumination;  
The bulb should be shown attached to the back of the face of the letter  
The sides and face of the letter should be shown as opaque with the rear clear

## 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

## 11. Authority Employee/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)

28/07/2021