

Regeneration and Growth

P.O. Box 2374, Council House Freeth Street, Oldbury West Midlands B69 3DE Tel: 0121 569 4054/5 Email: planning@sandwell.gov.uk

www.sandwell.gov.uk

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location	
Disclaimer: We can only make recommendation	ns based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the Nor	n of site location must be completed. Please provide the most accurate site description you can, to rth of the Post Office".
Number	498
Suffix	
Property Name	
THE BEAR TAVERN	
Address Line 1	
BEARWOOD ROAD	
Address Line 2	
Address Line 3	
SMEHWICK	
Town/city	
Postcode	
B66 4HB	
•	be completed if postcode is not known:
Easting (x)	Northing (y)
402124	286538
Description	

PUBLIC HOUSE
Applicant Dataila
Applicant Details
Name/Company
Title
MR
First name
ALAN
Surname
MILLAR
Company Name
GREENE KING
Adda
Address
Address line 1
THE BEAR TAVERN
Address line 2
498 BEARWOOD ROAD
Address line 3
Town/City
County
SMEHWICK
Country
Postcode
B66 4HB
Are you an exent acting an hehalf of the applicant?
Are you an agent acting on behalf of the applicant? ② Yes
○ No

Contact Details	
Primary number	
Secondary number	
Fax number	
Email address	
Agent Details	
Name/Company	
Title	
Mrs	
First name	
Gillian	
Surname	
Shepley	
Company Name	
Ashleigh Signs	
Address	
Address line 1	
Ashleigh House	
Address line 2	
Beckbridge Road	
Address line 3	
Normanton	
Town/City	
County	
Country	_ _

Postcode
WF6 1TE
Contact Details
Primary number
***** REDACTED ******
Secondary number
Fax number
Email address
***** REDACTED *****
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE, NEW PICTORIAL PANEL TO EXISTING GIBBET, 1X TRANSOM SIGN, 1X LANTTN, 2X SETS OF INDIVIDUAL HOUSE NAME LETTERS, 2X AMENITY BOARDS, 1X FLOODLIGHT, 1X WALL MOUNTED COREX SIGN

Advertisement Type: Projecting or Hanging Sign
Height:
1.2 metres
Width:
0.9 metres
Depth: 0.07 metres
What is the height from the ground to the base of the advertisement?: 3.155 metres
What is the maximum projection of the advertisement from the face of the building?: 1 metres
What is the maximum height of any of the individual letters and symbols?: 9 centimetres
What materials will the advertisement be made of?:
ITEM 01A & 01B (Qty 2) PICTORIAL (EX. GIBBET) Double sided pictorial sign to existing gibbet. Featuring: • 2 mm Aluminium panel finished DH Waxed Khaki. • 32 mm Bullnose trim finished RAL 9005. • Signwritten display. • 2No. LED Slimline trough lighting. • Warm white illumination. • Existing gibbet.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Externally
Illuminance levels: 250 cd/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type: Fascia Sign
Height: 0.25 metres
Width:
1.2 metres
Depth: 0.04 metres
What is the height from the ground to the base of the advertisement?: 2.2 metres
What is the maximum projection of the advertisement from the face of the building?: 0.04 metres
What is the maximum height of any of the individual letters and symbols?: 11 centimetres
What materials will the advertisement be made of?: ITEM 03 (Qty 1) TRANSOM Single sided transom sign. Featuring: • 2 mm Aluminium panel finished DH Waxed Khaki. • 32 mm Bullnose trim finished RAL 9005. • Signwritten display.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?:

Please specify the type(s) and details of each proposed advertisement

Other type
Height: 0.92 metres
Width: 2.15 metres
Depth: 0.5 metres
What is the height from the ground to the base of the advertisement?: 2.45 metres
What is the maximum projection of the advertisement from the face of the building?: 9 metres
What is the maximum height of any of the individual letters and symbols?: 0 centimetres
What materials will the advertisement be made of?: ITEM 04 (Qty 1) LANTERN Black Stratford D lantern. Featuring: • Warm white illumination.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 250 cd/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type: Fascia Sign
Height: 0.6 metres
Width: 7.9 metres
Depth: 0.019 metres
What is the height from the ground to the base of the advertisement?: 3.715 metres
What is the maximum projection of the advertisement from the face of the building?: 0.019 metres
What is the maximum height of any of the individual letters and symbols?: 60 centimetres
What materials will the advertisement be made of?: ITEM 05A & 05B (Qty 2) LETTERS Set of individual letters. Featuring: • 19 mm Foamex letters finished F&B James White/RAL 9002. • LED Slimline trough light finished the building colour. • Warm white illumination.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Externally
Illuminance levels: 250 cd/m ²
Will the illumination be static or intermittent?:
<u> </u>

Advertisement Type:

Advertisement Type: Fascia Sign
Height: 1.4 metres
Width: 1 metres
Depth: 0.04 metres
What is the height from the ground to the base of the advertisement?: 1.25 metres
What is the maximum projection of the advertisement from the face of the building?: 0.04 metres
What is the maximum height of any of the individual letters and symbols?: 6 centimetres
What materials will the advertisement be made of?: ITEM 06A (Qty 1) AMENITY Single sided amenity sign. Featuring: • 2 mm Aluminium panel finished DH Waxed Khaki. • 32 mm Bullnose trim finished RAL 9005. • Signwritten display.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?:
Advertisement Type: Fascia Sign
Height: 1.4 metres
Width:
1 metres
Depth: 0.04 metres
What is the height from the ground to the base of the advertisement?: 1.25 metres
What is the maximum projection of the advertisement from the face of the building?: 0.04 metres
What is the maximum height of any of the individual letters and symbols?: 6 centimetres
What materials will the advertisement be made of?: ITEM 06B (Qty 1) AMENITY Single sided amenity sign. Farrow & Ball Black Featuring: • 2 mm Aluminium panel finished DH Waxed Khaki. • 32 mm Bullnose trim finished RAL 9005. • Signwritten display.
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?:
Advertisement Type: Other type
Height: 0.187 metres
Width: 0.261 metres
Depth: 0.03 metres
What is the height from the ground to the base of the advertisement?:

Static

3.9 metres
What is the maximum projection of the advertisement from the face of the building?: 0.3 metres
What is the maximum height of any of the individual letters and symbols?: 0 centimetres
What materials will the advertisement be made of?: ITEM 07 (Qty 1) FLOOD 50W LED Slimline floodlight. Featuring: • Warm white illumination.
The colour of text and background: AS DRAIWNG
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 250 cd/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type: Fascia Sign
Height: 1.02 metres
Width: 1.52 metres
Depth: 0.05 metres
What is the height from the ground to the base of the advertisement?: 1.2 metres
What is the maximum projection of the advertisement from the face of the building?: 0.05 metres
What is the maximum height of any of the individual letters and symbols?: 92 centimetres
What materials will the advertisement be made of?: ITEM 09 (Qty 1) WALL COREX Corex holder finished RAL 9005 Featuring: • 50mm trim finished RAL 9005 • 1500x1000 interchangable corex slots • Slimline warm white LED trough light
The colour of text and background: AS DRAWING
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Externally
Illuminance levels: 250 cd/m ²
Will the illumination be static or intermittent?: Static
ease describe each of the 'Other type(s)' of advertising proposed
ITEM 04 - ONE LANTERN ITEM 07 - ONE FLOODLIGHT

Location of Advertisement(s)
Is the advertisement(s) you are applying for already in place?
○ Yes② No
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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)
PROPOSED AND EXISTING ELELVATIONS
Will the proposed advertisement(s) project over a footpath or other public highway?
✓ Yes○ No
O NO
Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From Date
31/10/2023
To Date
31/10/2028
Neighbour and Community Consultation
Have you consulted your neighbours or the local community about the proposal?
O Yes
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?

Other person

Pre-application Advice Has assistance or prior advice been sought from the local authority about this application? ○ Yes ○ No
Interest In the Land Does the applicant own the land or buildings where the adverts are to be placed?
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. 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? Yes No
Declaration I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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. I/We also accept that, in accordance with the Planning Portal's terms and conditions: - Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website; - Our system will automatically generate and send you emails in regard to the submission of this application. I/We agree to the outlined declaration Signed Gillian Shepley Date 31/10/2023