



## 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 recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

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

New trade park opposite Waterglade Retail Park sited on the old gas works on the A133, the main road in and out of Clacton. The site is shared with other retailers including Subway, Starbucks, Ableworld Screwfix and Toolstation.

## Applicant Details

### Name/Company

Title

Mr

First name

Peter

Surname

Harris

Company Name

Widd Signs

### Address

Address line 1

Widd Signs North West Ltd

Address line 2

11A Brindley Road,

Address line 3

Reginald Road Industrial Estate

Town/City

St. Helens

County

Merseyside

Country

United Kingdom

Postcode

WA9 4HY

Are you an agent acting on behalf of the applicant?

Yes

No

## Contact Details

Primary number

\*\*\*\* REDACTED \*\*\*\*

Secondary number

\*\*\*\* REDACTED \*\*\*\*

Fax number

Email address

\*\*\*\* REDACTED \*\*\*\*

## Agent Details

Name/Company

Title

Mr

First name

Peter

Surname

Harris

Company Name

Widd Signs

## Address

Address line 1

11A Brindley Road,

Address line 2

Address line 3

Reginald Road Industrial Estate

Town/City

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## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

4No. external illuminated fascia signs

**Advertisement Type:**

Fascia Sign

**Height:**

3.7 metres

**Width:**

4 metres

**Depth:**

0.196 metres

**What is the height from the ground to the base of the advertisement?:**

2.775 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.196 metres

**What is the maximum height of any of the individual letters and symbols?:**

185.3 centimetres

**What materials will the advertisement be made of?:**

Aluminium sign case with a PVC flex skin to the face and internal LED illumination

**The colour of text and background:**

white text , yellow swirl symbol, on a dark grey background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

2.5 metres

**Width:**

3.16 metres

**Depth:**

0.09 metres

**What is the height from the ground to the base of the advertisement?:**

2.775 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.09 metres

**What is the maximum height of any of the individual letters and symbols?:**

23 centimetres

**What materials will the advertisement be made of?:**

Aluminium sign case with a PVC flex skin to the face and external trough light LED illumination

**The colour of text and background:**

Grey and white text ,green and white stars and yellow background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

174 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

2.5 metres

**Width:**

3.16 metres

**Depth:**

0.09 metres

**What is the height from the ground to the base of the advertisement?:**

2.775 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.09 metres

**What is the maximum height of any of the individual letters and symbols?:**

21.5 centimetres

**What materials will the advertisement be made of?:**

Aluminium sign case with a PVC flex skin to the face and external trough light LED illumination

**The colour of text and background:**

white text, yellow "Swirl" symbol on a grey background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

174 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

2.7 metres

**Width:**

4 metres

**Depth:**

0.196 metres

**What is the height from the ground to the base of the advertisement?:**

2.775 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.196 metres

**What is the maximum height of any of the individual letters and symbols?:**

171.8 centimetres

**What materials will the advertisement be made of?:**

Aluminium sign case with a PVC flex skin to the face and internal LED illumination

**The colour of text and background:**

White text , yellow swirl symbol, on a dark grey background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

## 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

## Advertisement(s) Period

**Please state the period of time for which consent is sought for the advertisement**

From Date

13/11/2023

To Date

12/11/2028

## Neighbour and Community Consultation

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

- Yes  
 No

## 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

## 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?

- 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

## 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

Date