

Environment & Planning

Borough Council of King's Lynn & West Norfolk King's Court, Chapel Street, King's Lynn, Norfolk PE30 1EX T: (01553) 616200 / E: borough.planning@west-norfolk.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 recomme	endations based on the answers given in the questions.	
If you cannot provide a postcode, the de- help locate the site - for example "field to	scription of site location must be completed. Please provide the most accurate site description you can, to the North of the Post Office".	
Number		
Suffix		
Property Name		
Budget Store And Post Office		
Address Line 1		
Church Terrace		
Address Line 2		
Address Line 3		
Norfolk		
Town/city		
Outwell		
Postcode		
PE14 8RG		
Description of site location	must be completed if postcode is not known:	
Easting (x)	Northing (y)	
551330	303665	

Applicant Details
Name/Company
Title
First name
Rebecca
Surname
Jakhu
Company Name
Blakemore Design & Shopfitting
Address
Address line 1
Longacres Industrial Estate
Address line 2
Rose Hill
Address line 3
Town/City
Willenhall
County
Country
Postcode
WV13 2JP
Are you an agent acting on behalf of the applicant?
✓ Yes○ No
Contact Details
Primary number

Secondary number
Fax number
Email address
Agent Details
Name/Company
Title
Mr
First name
Kit
Surname
Johnson
Company Name
Address
Address line 1
Brand Consortia
Address line 2
Trent Industrial Estate,
Address line 3
Duchess Street
Town/City
SHAW
County
Country
Postcode
OL2 7UT

Contact Details		
Primary number		
***** REDACTED *****		
Secondary number		
Fax number		
Email address		
***** REDACTED *****		
Type of Proposed Advertisement(s)		
Please describe the proposed advertisement(s)		
Spar illuminated fascia signage to two elevations, a Spar wall panel to the right elevation and window graphics to the front elevation. Post office Fascia to front elevation.		

Advertisement Type:			
Fascia Sign			
Height: 0.7 metres			
Width: 6.23 metres			
Depth:			
0.09 metres			
What is the height from the ground to the base 2.6 metres	of the advertisement?:		
What is the maximum projection of the advertigous 0.4 metres	sement from the face of the building?:		
What is the maximum height of any of the indiv 50 centimetres	vidual letters and symbols?:		
What materials will the advertisement be made Aluminium, acrylic and vinyl	e of?:		
The colour of text and background: White/red/green			
Will the advertisement be illuminated?: Yes			
Will the advertisement be illuminated internally Internally	y or externally?:		
Illuminance levels: 600 cd/m ²			
Will the illumination be static or intermittent?: Static			
Advertisement Type: Fascia Sign			
Height: 0.7 metres			
Width: 1.5 metres			
Depth:			
0.09 metres			
What is the height from the ground to the base 2.6 metres	of the advertisement?:		
What is the maximum projection of the advertis 0.4 metres	sement from the face of the building?:		
What is the maximum height of any of the indiv 20 centimetres	vidual letters and symbols?:		
What materials will the advertisement be made Aluminium and vinyl	∍ of?:		
The colour of text and background: Red/white			
Will the advertisement be illuminated?:			
Advertisement Type:			
Other type			
Height:			

1.415 metres
Width: 0.885 metres
Depth: 0.01 metres
What is the height from the ground to the base of the advertisement?: 0.77 metres
What is the maximum projection of the advertisement from the face of the building?: 0.01 metres
What is the maximum height of any of the individual letters and symbols?: 30 centimetres
What materials will the advertisement be made of?: Vinyl graphics with gloss laminate
The colour of text and background: Various
Will the advertisement be illuminated?:
Advertisement Type: Fascia Sign
Height: 0.375 metres
Width: 1.5 metres
Depth: 0.09 metres
What is the height from the ground to the base of the advertisement?: 3 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?: 30 centimetres
What materials will the advertisement be made of?: Aluminium, acrylic and vinyl
The colour of text and background: white/red/green
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 600 cd/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type: Hoarding
Height: 1.57 metres
Width: 1.06 metres
Depth: 0.05 metres

1.7 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?: 60 centimetres
What materials will the advertisement be made of?: Aluminium and vinyl
The colour of text and background: Various
Will the advertisement be illuminated?:
Please describe each of the 'Other type(s)' of advertising proposed
Window graphics
Location of Advertisement(s)
Is the advertisement(s) you are applying for already in place?
Yes○ No
If Yes, please provide details
The signage at this site was installed on 11th October 2023
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? Yes No 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)
All details shown on document 43785 Outwell_RETRO PLANNING.pdf
Will the proposed advertisement(s) project over a footpath or other public highway?
Advertisement(s) Period
Please state the period of time for which consent is sought for the advertisement
From Date
22/01/2024
To Date
21/01/2029

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;

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
Kit Johnson
Date
22/01/2024