

**PLANNING**

Dover District Council
White Cliffs Business Park,
Dover, Kent CT16 3PJ.

Tel: 01304 821199

www.dover.gov.uk/planning

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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

Applicant Details

Name/Company

Title

Mr

First name

Richard

Surname

Callard

Company Name

Hercules Wines Warehouse Limited

Address

Address line 1

6 New Street

Address line 2

Address line 3

Town/City

Sandwich

County

Country

United Kingdom

Postcode

CT13 9AB

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

I wish to install a hanging sign, indicating the shop name and logo, which will hang perpendicularly from the first floor similar to those on either side of the property (Costa Coffee and Tan Bueno). The sign would be approximately 1-1.25m high by 0.75m-1m wide, and hang off a metal bracket. I can provide an indication of what the sign would look like on request if you get in touch via email.

It is clear from screwholes in the the brick work on the first floor that the shop has previously had a similar hanging sign. This is part of an overall improvement in the shop premises, with new colours, new branding and new interior, and I hope it will enhance the premises.

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

Advertisement Type:

Projecting or Hanging Sign

Height:

1.25 metres

Width:

1 metres

Depth:

0.1 metres

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

4.5 metres

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

1.4 metres

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

60 centimetres

What materials will the advertisement be made of?:

Metal bracket to hang sign from wall. Sign hanging from bracket would be made of wood or metal, or like Tan Bueno next door which is wooden centre with an acrylic covering. To clarify the maximum height question above, the sign will have a c60m diameter logo in the centre of it, with c10-15cm letters.

The colour of text and background:

Background - dark blue (Little Green Royal Navy blue). Lettering would be gold outline with black infill. Logo would be gold (it is an anvil with a bottle of wine and a glass of wine perched on top).

Will the advertisement be illuminated?:

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

20/02/2024

To Date

20/02/2044

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

If Other has been selected, please provide contact details:

Title

***** REDACTED *****

First name

***** REDACTED *****

Surname

***** REDACTED *****

Phone Number

***** REDACTED *****

Email

***** REDACTED *****

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

Richard Callard

Date

20/02/2024