

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

Mrs

First name

Weiwei

Surname

Wu

Company Name

Bemora

Address

Address line 1

26 Newbegin

Address line 2

Address line 3

Town/City

Hornsea

County

East Riding Of Yorkshire

Country

Postcode

HU18 1AD

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 *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of 2 non-illuminated fascia signs:
one being the shop name and the logo.
the other one is the flash mounted wall sign to sum up what we offer within the shop

1 non-illuminated hanging sign, so that target customers able to locate the shop easily when walking down the high street.

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

3.254 metres

Depth:

0.01 metres

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

2.22 metres

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

0.03 metres

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

60 centimetres

What materials will the advertisement be made of?:

3mm ali composite, fitted to the wall by using plastic fitting locators

The colour of text and background:

green fern leaf logo, black letterings, no background (the mounting wall is the back ground)

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.01 metres

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

1.1 metres

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

0.03 metres

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

10 centimetres

What materials will the advertisement be made of?:

5mm thick black acrylic (rad. corners), fitted to the wall using stainless steel stand off locators

The colour of text and background:

white lettering, green fern leaf logo, black colour background

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.3 metres

Width:

0.4 metres

Depth:

0.01 metres

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

2.4 metres

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

0.4 metres

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

7 centimetres

What materials will the advertisement be made of?:

3mm thickness stainless steel, fitted to the wall using steel bolts.

The colour of text and background:

white lettering, green colour fern leaf logo, black colour background

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

If Yes, please provide details

Display of 2 non-illuminated fascia signs are in place

1 - the shop name and logo (above the front shop window)

2 - the flash mounted wall sign (to the left hand side of the front shop entrance)

and 1 non-illuminated hanging sign is in place (above the front shop entrance)

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)

we will be loading the files showing the details of the advertisements in this application.

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

22/04/2024

To Date

22/04/2029

Neighbour and Community Consultation

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

- Yes
 No

If Yes, please provide details

we have verbally consulted with neighbours and the local shop community about the style and design of our shop signs. The feedback was positive, with comments about how the shopfront looks its best in a very long time.

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

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

Weiwei Wu

Date

22/04/2024