

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

Easy Bathrooms Showroom

Applicant Details

Name/Company

Title

Mr

First name

Lee

Surname

Reed

Company Name

Easy Bathrooms

Address

Address line 1

Easy Bathrooms

Address line 2

Peel Avenue

Address line 3

Calder Park

Town/City

Wakefield

County

West Yorkshire

Country

United Kingdom

Postcode

WF2 7UA

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)

This type of advertisement is an illuminated branded sign, located on the front of the Basildon Easy Bathrooms showroom, facing Roundacre Road, Southernhay, opposite the Roundacre Sundial.

The sign is on a wall of property belonging to Easy Bathrooms and does not pose a threat to traffic. It does not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport. The purpose of the sign is to advertise the Easy Bathrooms showroom on its property.

Advertisement Type:

Fascia Sign

Height:

1.65 metres

Width:

6.1 metres

Depth:

0.47 metres

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

4.4 metres

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

0.47 metres

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

1.65 centimetres

What materials will the advertisement be made of?:

Sign tray: Aluminium, silver colour Sign face: PVC banner material, white colour. 120 LEDs fitted within the sign. Total lumens of 18000 Lumens.

The colour of text and background:

Text is dark blue and aqua green on a white background. Aqua green swirl graphic to the left of text. White banner background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

230 cd/m²

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

If Yes, please provide details

The illuminated signage is attached to the showroom fascia, it does not project over a public footpath and poses no threat to traffic. The showroom is situated opposite a retail park, away from any public housing. Images attached.

Construction for this signage started on February 28th 2020 with completion on March 2nd 2020.

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)

Location images attached to this application. File names:

Basildon - Main Curved logo 5705x1500-01

Basildon - Main Curved logo 5705x1500-02

Easy Bathrooms - Basildon Logo Signage

Google Maps - EB Basildon (Opposite Showroom)

Google Maps - EB Basildon (Facing Showroom)

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

10/04/2024

To Date

10/04/2034

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

Niamh Byron

Date

07/05/2024