

**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)
389443	402256

Description

a stand alone building down the alleyway between numbers 11 and 15 Eastwood Road originally built as a bake house in 1930 and used as such until it was left derelict in about 2012. I have now totally renovated the building and opened it as a cafe but, because of our location, people are finding it hard to locate us and business is suffering dreadfully because of this. Upto about a year ago it didn't even have it's own address but it has now been registered with the appropriate departments and is now down as 13 Eastwood Road as the main entrance is between house numbers 11 and 15 on Eastwood Road. However, the actual entrance to the property is approx 150 yards down the alleyway. We are seeking the councils permission to put a sign above our gates and at the end of the alleyway to let people know where we are.

Applicant Details

Name/Company

Title

mrs

First name

catherine

Surname

stryczek

Company Name

The Old Bake House

Address

Address line 1

13 Eastwood Road

Address line 2

New Moston

Address line 3

Town/City

Manchester

County

Greater Manchester

Country

United Kingdom

Postcode

M40 3TE

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)

The gates to the property have a framework 2.40 metres above the ground and 2.80 metres across. We are asking permission to erect a sign 4800mm long x 427mm high displaying the name of the cafe and the telephone number and a further smaller sign at the beginning of the alleyway of 80cm x 90cm indicating where the cafe is and showing the name and telephone number.

Advertisement Type:

Hoarding

Height:

0.9 metres

Width:

0.8 metres

Depth:

0.04 metres

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

0.35 metres

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

0.04 metres

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

20 centimetres

What materials will the advertisement be made of?:

4mm Aluminium composite panel

The colour of text and background:

Dusky Pink with black Ariel Black text

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

0.427 metres

Width:

4.8 metres

Depth:

0.04 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?:

0.042 metres

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

40 centimetres

What materials will the advertisement be made of?:

4mm Aluminium Composite Panel fixed to a 10cm x 7.5cm timber frame

The colour of text and background:

Dusky pink background and black lettering in Ariel Black

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

02/06/2023

To Date

16/06/2023

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

Most of the customers who come into the cafe are local people and they have come up with the suggestions we have settled on for the advertisement. The neighbour at number 15 is happy for us to put a sign on his fence, or failing that we can put a stand alone sign at the end of the alleyway that can be taken in at night time. Everyone who use the cafe has struggled to find us, and the lack of customers could soon see us closing as we have lost £7k in the first 10 months since we opened. As a small business, especially in this day and age, we cannot afford to continue to lose money when it is all down to people not being able to find us. We have the backing of the local PCSO's, councillors and other businesses as well as the local community to, but we need permission now to advertise the business adequately

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

unknown

Date (must be pre-application submission)

01/08/2022

Details of the pre-application advice received

We were advised that we could place a sign on the gates of not more than 0.3 sq mtrs without obtaining planning permission. This we have done ever since but the sign is far too small to see from 150 yards away and everyone struggles to find us. We also need some form of signage at the beginning of the alleyway so passing people know where we are. We have now given our very small sign a chance to work but we now need something much larger to attract more customer and enable us to continue

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 this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

catherine stryczek

Date

30/05/2023