



The Market Hall  
Market Place  
Whitehaven  
Cumbria CA28 7JG  
Telephone 0300 373 3730  
cumberland.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 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

Ben

Surname

Train

Company Name

Tesco

### Address

Address line 1

Kestrel Way

Address line 2

Address line 3

Town/City

Welwyn Garden City

County

Country

United Kingdom

Postcode

AL7 1GB

Are you an agent acting on behalf of the applicant?

- ☒ Yes  
☐ No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposal to install 4x fascia, 10x Dibond

**Advertisement Type:**

Fascia Sign

**Height:**

1.23 metres

**Width:**

4.3 metres

**Depth:**

0.125 metres

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

5.75 metres

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

4.97 metres

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

123 centimetres

**What materials will the advertisement be made of?:**

2mm formed aluminum internally illuminated 3D Letters to be installed on wall.

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 1

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.5 metres

**Width:**

1.88 metres

**Depth:**

0.125 metres

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

3.77 metres

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

0.125 metres

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

0.5 centimetres

**What materials will the advertisement be made of?:**

2mm formed aluminum internally illuminated 3D Letters to be installed on wall.

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 2

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.2 metres

**Width:**

4.3 metres

**Depth:**

0.125 metres

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

5 metres

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

0.125 metres

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

1.2 centimetres

**What materials will the advertisement be made of?:**

2mm formed aluminum internally illuminated 3D Letters to be installed on wall.

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-2\_Adv" sign 3

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.2 metres

**Width:**

4.3 metres

**Depth:**

0.125 metres

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

3.42 metres

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

0.125 metres

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

1.2 centimetres

**What materials will the advertisement be made of?:**

2mm formed aluminum internally illuminated 3D Letters to be installed on wall.

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-2\_Adv" sign 4

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.5 metres

**Width:**

0.75 metres

**Depth:**

0.01 metres

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

0.56 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 5

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

1.6 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 6

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

0.5 metres

**Width:**

2.95 metres

**Depth:**

0.01 metres

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

2.43 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 7

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.5 metres

**Width:**

1.6 metres

**Depth:**

0.01 metres

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

2.43 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 8

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.5 metres

**Width:**

2.95 metres

**Depth:**

0.01 metres

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

2.43 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedElevation-1\_Adv" sign 9

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1.12 metres

**Width:**

0.8 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm dibond mounted on new pole

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedSiteSignage\_Adv" sign 10

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

3.35 metres

**Width:**

1.25 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm Dibond mounted on new pole

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedSiteSignage\_Adv" sign 11

**Will the advertisement be illuminated?:****Advertisement Type:**

Other type

**Height:**

3.35 metres

**Width:**

1.25 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm dibond mounted on new pole

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedSiteSignage\_Adv" sign 12

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

3.35 metres

**Width:**

0.7 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm dibond mounted on new pole

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedSiteSignage\_Adv" sign 13

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

3.35 metres

**Width:**

0.7 metres

**Depth:**

0.01 metres

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

0 metres

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

0 metres

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

20 centimetres

**What materials will the advertisement be made of?:**

5mm dibond mounted on new pole

**The colour of text and background:**

As shown in "6134\_Millom\_Adv-ProposedSiteSignage\_Adv" sign 14

**Will the advertisement be illuminated?:**

Please describe each of the 'Other type(s)' of advertising proposed

10x Dibond

## 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

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)

6134\_Millom\_Adv-ExistingElevation-1\_Adv  
6134\_Millom\_Adv-ExistingElevation-2\_Adv  
6134\_Millom\_Adv-ProposedElevation-1\_Adv  
6134\_Millom\_Adv-ProposedElevation-2\_Adv  
6134\_Millom\_Adv-ProposedSiteSignage\_Adv

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

23/08/2025

To Date

23/08/2030

## 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

## 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

Ben Train

Date

24/08/2025