Address: Development Management

Cheshire West and Chester Council, 4 Civic Way, Ellesmere Port, CH65 OBE

0300 123 7027

Tel:

Email: planning@cheshirewestandchester.gov.uk **Web:** www.cheshirewestandchester.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 recommendation	ns based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the Nor	n of site location must be completed. Please provide the most accurate site description you can, to rth of the Post Office".
Number	
Suffix	
Property Name	
Rowton Service Station	
Address Line 1	
Whitchurch Road	
Address Line 2	
Rowton	
Address Line 3	
Cheshire West And Chester	
Town/city	
Chester	
Postcode	
CH3 6AF	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
344910	364610
Description	

Applicant Details
Name/Company
Title
First name
Surname
-
Company Name
Motor Fuel Group Limited
Address
Address line 1
10 Bricket Road
Address line 2
Address line 3
Hertfordshire
Town/City
ST ALBANS
County
Country
United Kingdom
Postcode
AL1 3JX
Are you an agent acting on behalf of the applicant?
✓ Yes○ No
Contact Details
Primary number
***** REDACTED ******

Email address TEDACTED TO REDACTED TO RED	Secondary number	
Email address **********************************		
Agent Details Name/Company Title Miss First name Natasha Surname Strydom Company Name MBH Design Studio Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County England Postcode	Fax number	
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Natasha Surname Strydom Company Name MBH Design Studio Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County England Postcode	Miss	
Surname Strydom Company Name MBH Design Studio Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet Country England Postcode	First name	
Strydom Company Name MBH Design Studio Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County England Postcode	Natasha	
Company Name MBH Design Studio Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County England Postcode	Surname	
Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County County England Postcode	Strydom	
Address Address line 1 BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County County England Postcode	Company Name	
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Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County County England Postcode	Address	
BROOK HOUSE Address line 2 CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County County England Postcode	Address line 1	
CAMPHILL ROAD Address line 3 APEX COURT Town/City West Byfleet County England Postcode		
Address line 3 APEX COURT Town/City West Byfleet County England Postcode	Address line 2	
APEX COURT Town/City West Byfleet County Country England Postcode	CAMPHILL ROAD	
Town/City West Byfleet County Country England Postcode	Address line 3	
West Byfleet County Country England Postcode	APEX COURT	
County Country England Postcode	Town/City	
Country England Postcode	West Byfleet	
England Postcode	County	
England Postcode		
England Postcode	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)	
Installation of 7m EV totem pole sign.	
Please specify the type(s) and details of each proposed advertisement	
Advertisement Type: Other type	
Height: 7 metres	
Width: 1.1 metres	
Depth: 0.7 metres	
What is the height from the ground to the base of the advertisement?: 0.7 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?: 30 centimetres	
What materials will the advertisement be made of?: Folded 3mm aluminum	
The colour of text and background: Blue-Ref Pantone 2174c, Green-Ref Pantone 376c	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 300 cd/m ²	
Will the illumination be static or intermittent?: Static	

Please describe each of the 'Other type(s)' of advertising proposed
7m EV totem pole sign
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
09/11/2023
To Date
09/11/2028
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?
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

Interest In the Land Does the applicant own the land or buildings where the adverts are to be placed? ② Yes ③ 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? ③ Yes ⑤ 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;
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a passes register and on the datherity of resorte,
- 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
MBH Design Studio Ltd
Date
09/11/2023