



CHEL TENHAM
BOROUGH COUNCIL

Built Environment Cheltenham Borough Council
Municipal offices, Promenade, Cheltenham, GL50 9SA

builtenvironment@cheltenham.gov.uk
phone: 01242 264328
fax: 01242 227323

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

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

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)

Building Signage:

- 3No. Feather Vinyls
- 4No. KFC Lightboxes
- 1No. "HELLO CHELTENHAM" Neon Hanging Sign
- 1No. Digital EGP
- 2No. Colonel & Bucket
- 1No. Entrance Lightbox
- 1No. Opening Hours Vinyl
- 2No. Pull Vinyls
- 1No. Projecting Sign
- 1No. Delivery Entrance Vinyl

Site Signage:

- 1No. Height Restrictor
- 1No. Digital Leader Board
- 2No. Digital Menu Boards
- 1No. Speaker Post
- 1No. No Entry Sign
- 1No. Banner Frame

Advertisement Type:

Other type

Height:

2.4 metres

Width:

7.6 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?:

0.01 metres

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

240 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Feather Vinyl) (Proposed External Elevations - Sheet 1 - Sign No.1)

The colour of text and background:

Grey feather on brown background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.9 metres

Width:

2.2 metres

Depth:

0.2 metres

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

3.1 metres

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

0.2 metres

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

70 centimetres

What materials will the advertisement be made of?:

Aluminium sign case with fret cut di-bond panel (KFC Lightbox) (Proposed External Elevations - Sheet 1 - Sign No.2)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.5 metres

Width:

1.2 metres

Depth:

0.2 metres

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

1.4 metres

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

0.2 metres

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

20 centimetres

What materials will the advertisement be made of?:

Neon style "HELLO CHELTENHAM" with vinyl "WHAT'S CLUCKIN'?" ("HELLO CHELTENHAM" Neon Hanging Sign) (Proposed External Elevations - Sheet 1 - Sign No.3)

The colour of text and background:

Red and white text behind glazing

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.1 metres

Width:

0.8 metres

Depth:

0.2 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?:

0.2 metres

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

0 centimetres

What materials will the advertisement be made of?:

Aluminium frame supporting an LCD screen (Digital EGP) (Proposed External Elevations - Sheet 1 - Sign No.4)

The colour of text and background:

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.5 metres

Width:

1.5 metres

Depth:

0.2 metres

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

2.5 metres

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

0.2 metres

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

130 centimetres

What materials will the advertisement be made of?:

Aluminium sign casing with a flex face panel (Colonel & Bucket) (Proposed External Elevations - Sheet 1 - Sign No.5)

The colour of text and background:

Black colonel with red boxes on white background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.3 metres

Width:

1.4 metres

Depth:

0.1 metres

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

2.2 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?:

Lightbox with vinyls applied (Entrance Lightbox) (Proposed External Elevations - Sheet 1 - Sign No.6)

The colour of text and background:

Red and black text on white background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.4 metres

Width:

0.4 metres

Depth:

0.01 metres

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

1.3 metres

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

0.01 metres

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

5 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Opening Hours Vinyl) (Proposed External Elevations - Sheet 1 - Sign No.7)

The colour of text and background:

White text on red background

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

Other type

Height:

0.1 metres

Width:

0.2 metres

Depth:

0.01 metres

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

1.2 metres

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

0.01 metres

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

10 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Pull Vinyl) (Proposed External Elevations - Sheet 1 - Sign No.8)

The colour of text and background:

White text on red background

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

Projecting or Hanging Sign

Height:

0.7 metres

Width:

0.7 metres

Depth:

0.1 metres

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

2.2 metres

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

1 metres

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

30 centimetres

What materials will the advertisement be made of?:

Aluminium box and bracket with perspex face panels (Projecting Sign) (Proposed External Elevations - Sheet 1 - Sign No.9)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.4 metres

Width:

1.1 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?:

0.01 metres

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

240 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Feather Vinyl) (Proposed External Elevations - Sheet 1 - Sign No.10)

The colour of text and background:

Grey feather on brown background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.9 metres

Width:

2.2 metres

Depth:

0.2 metres

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

3.1 metres

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

0.2 metres

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

70 centimetres

What materials will the advertisement be made of?:

Aluminium sign case with fret cut di-bond panel (KFC Lightbox) (Proposed External Elevations - Sheet 1 - Sign No.11)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.9 metres

Width:

2.2 metres

Depth:

0.2 metres

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

5.1 metres

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

0.2 metres

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

70 centimetres

What materials will the advertisement be made of?:

Aluminium sign case with fret cut di-bond panel (KFC Lightbox) (Proposed External Elevations - Sheet 2 - Sign No.12)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.4 metres

Width:

0.4 metres

Depth:

0.01 metres

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

1.3 metres

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

0.01 metres

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

20 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Delivery Entrance Vinyl) (Proposed External Elevations - Sheet 2 - Sign No.13)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.1 metres

Width:

0.2 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?:

0.01 metres

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

10 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Pull Vinyl) (Proposed External Elevations - Sheet 2 - Sign No.14)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.95 metres

Width:

0.95 metres

Depth:

0.2 metres

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

3.1 metres

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

0.2 metres

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

75 centimetres

What materials will the advertisement be made of?:

Aluminium sign casing with a flex face panel (Colonel & Bucket) (Proposed External Elevations - Sheet 2 - Sign No.15)

The colour of text and background:

Black colonel with red boxes on white background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.9 metres

Width:

2.2 metres

Depth:

0.2 metres

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

3.1 metres

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

0.2 metres

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

70 centimetres

What materials will the advertisement be made of?:

Aluminium sign case with fret cut di-bond panel (KFC Lightbox) (Proposed External Elevations - Sheet 2 - Sign No.16)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.4 metres

Width:

1.7 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?:

0.01 metres

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

240 centimetres

What materials will the advertisement be made of?:

Vinyl Sign (Feather Vinyl) (Proposed External Elevations - Sheet 2 - Sign No.17)

The colour of text and background:

Grey feather on brown background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

3.25 metres

Width:

4.5 metres

Depth:

0.3 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?:

Mild steel frame with signage panel and metal bar hung with chains (Height Restrictor) (Proposed Site Signage Plan - Sign No.1)

The colour of text and background:

Black and white text on red background

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

Other type

Height:

2.2 metres

Width:

0.8 metres

Depth:

0.1 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?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium frame with LCD screen (Digital Leader Board) (Proposed Site Signage Plan - Sign No.2)

The colour of text and background:**Will the advertisement be illuminated?:**

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.2 metres

Width:

1.6 metres

Depth:

0.1 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?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium frame with LCD screens (Digital Menu Board) (Proposed Site Signage Plan - Sign No.3)

The colour of text and background:

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.2 metres

Width:

1.6 metres

Depth:

0.1 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?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium frame with LCD screens (Digital Menu Board) (Proposed Site Signage Plan - Sign No.4)

The colour of text and background:

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.5 metres

Width:

0.6 metres

Depth:

0.3 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?:

30 centimetres

What materials will the advertisement be made of?:

Aluminium casing and panels with LCD screen and speakers (Speaker Post) (Proposed Site Signage Plan - Sign No.5)

The colour of text and background:

White text on red background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.2 metres

Width:

0.4 metres

Depth:

0.1 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?:

15 centimetres

What materials will the advertisement be made of?:

Metal post with aluminium signage panel (No Entry Sign) (Proposed Site Signage Plan - Sign No.6)

The colour of text and background:

White dash on red background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2 metres

Width:

6 metres

Depth:

0.2 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?:

0 centimetres

What materials will the advertisement be made of?:

Steel frame with wire mesh inserts (Banner Frame) (Proposed Site Signage Plan - Sign No.7)

The colour of text and background:

Will the advertisement be illuminated?:

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

Building Signage:

- 3No. Feather Vinyls
- 4No. KFC Lightboxes
- 1No. Digital EGP
- 2No. Colonel & Bucket
- 1No. Entrance Lightbox
- 1No. Opening Hours Vinyl
- 2No. Pull Vinyls
- 1No. Delivery Entrance Vinyl

Site Signage:

- 1No. Height Restrictor
- 1No. Digital Leader Board
- 2No. Digital Menu Boards
- 1No. Speaker Post
- 1No. No Entry Sign
- 1No. Banner Frame

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)

- Golden Valley - P120 - Existing Site Signage Plan
- Golden Valley - P121C - Proposed Site Signage Plan
- Golden Valley - P210 - Existing External Elevations - Sheet 1
- Golden Valley - P211 - Existing External Elevations - Sheet 2
- Golden Valley - P212C - Proposed External Elevations - Sheet 1
- Golden Valley - P213C - Proposed External Elevations - Sheet 2

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

30/01/2024

To Date

30/01/2029

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

Richard Hindle

Date

2023/12/05