

**Address:** Development Management  
Cheshire West and Chester Council,  
4 Civic Way, Ellesmere Port, CH65 0BE

**Tel:** 0300 123 7027

**Email:** [planning@cheshirewestandchester.gov.uk](mailto:planning@cheshirewestandchester.gov.uk)

**Web:** [www.cheshirewestandchester.gov.uk](http://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 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

Mrs

First name

Michelle

Surname

Glaser

Company Name

M&B

### Address

Address line 1

27 Fleet Street

Address line 2

Address line 3

Town/City

Birmingham

County

West Midlands

Country

United Kingdom

Postcode

B3 1JP

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)

New signage and lighting to replace existing.

**Advertisement Type:**

Other type

**Height:**

0.42 metres

**Width:**

1.57 metres

**Depth:**

0.01 metres

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

3.5 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?:**

15.5 centimetres

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

Signwritten

**The colour of text and background:**

Black on cream background

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

1.57 metres

**Width:**

2.16 metres

**Depth:**

0.01 metres

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

4 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?:**

40.5 centimetres

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

Signwritten

**The colour of text and background:**

White on a black background

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

1.57 metres

**Width:**

2.16 metres

**Depth:**

0.01 metres

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

4 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?:**

40.5 centimetres

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

Signwritten

**The colour of text and background:**

White on a black background

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

150 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

0.87 metres

**Width:**

1.2 metres

**Depth:**

0.01 metres

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

1 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?:**

43.5 centimetres

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

Signwritten

**The colour of text and background:**

White on a black background

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**150 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

4 metres

**Width:**

1.25 metres

**Depth:**

0.18 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 metres

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

24.5 centimetres

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

Aluminium double sided, single leg pole

**The colour of text and background:**

White lettering on wood vinyl

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**150 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Static

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

- Item 1. Signwritten House name
- Item 2. Signwritten Roundel
- Item 3. Signwritten Roundel
- Item 4. Signwritten Roundel
- Item 5. Double sided, single leg pole

**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)

Please refer to the submitted drawing. 'The Wheatsheaf at Chester Planning'

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

04/03/2024

To Date

04/03/2029

## 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

Gareth Morgan

Date

04/03/2024