



**CHEL TENHAM**  
BOROUGH COUNCIL

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

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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)

Description

## Applicant Details

Name/Company

Title

Address

Address line 1

Are you an agent acting on behalf of the applicant?

Yes

No

## Contact Details

Primary number

**** REDACTED ****
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Secondary number

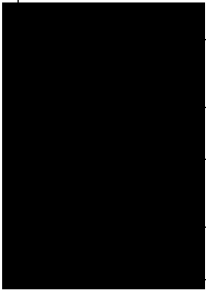
Fax number

Email address

## Agent Details

Name/Company

Title



Company Name

## Address

Address line 1

## Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Fascia, Projecting sign & Vinyl Graphics

**Advertisement Type:**

Fascia Sign

**Height:**

0.7 metres

**Width:**

8.3 metres

**Depth:**

0.11 metres

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

3.2 metres

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

0.11 metres

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

456 centimetres

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

Folded aluminium pan, fret cut with push-through acrylic letters.

**The colour of text and background:**

White text on black background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

120 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.9 metres

**Width:**

0.65 metres

**Depth:**

0.12 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?:**

0.12 metres

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

46.1 centimetres

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

Folded aluminium pans over mild steel frame.

**The colour of text and background:**

white text on green and black background.

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

120 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

2.253 metres

**Depth:**

0.01 metres

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

0.1 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?:**

0.29 centimetres

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

digitally printed reverse-printed vinyl graphic to be applied to the internal face of glazing.

**The colour of text and background:**

White text on green background with full colour photograph.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

2.253 metres

**Depth:**

0.01 metres

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

0.1 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?:**

15 centimetres

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

digitally printed reverse-printed vinyl graphic to be applied to the internal face of glazing.

**The colour of text and background:**

with green and pink text over a black background, with a full-colour photograph.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

1.5 metres

**Depth:**

0.03 metres

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

0.01 metres

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

0.03 metres

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

25.2 centimetres

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

Digital Vinyl Graphic applied to dibond panel.

**The colour of text and background:**

White, green and pink text on black background.

**Will the advertisement be illuminated?:**

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

White vinyl to glazing

## 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)

shown on detail drawing

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

30/04/2024

To Date

30/04/2029

## 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

[Redacted Signature]

Date

11/04/2024