



Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

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.

1. Site Address

Number	3
Suffix	
Property name	Domino's (Former Alton Castle Pub)
Address line 1	Tape Street
Address line 2	
Address line 3	
Town/city	Cheadle
Postcode	ST10 1BG
Description of site location must be completed if postcode is not known:	
Easting (x)	400979
Northing (y)	343420
Description	former pub converting to a fast food take away

2. Applicant Details

Title	Mr
First name	Andrew
Surname	Green
Company name	
Address line 1	Tape St
Address line 2	
Address line 3	
Town/city	Cheadle

2. Applicant Details

Country	
Postcode	ST10 1BG
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Mark
Surname	White
Company name	Gee Tee Signs Ltd
Address line 1	Gee Tee Signs Ltd
Address line 2	Bestwood Road
Address line 3	Bulwell
Town/city	Nottingham
Country	United Kingdom
Postcode	NG6 8SS
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 x externally illuminated fascias with letters and logos
1 x externally illuminated projection sign
2 x externally illuminated tile fascia
1 x externally illuminated pole mounted tile logo

Please select the type(s) of advertising you are proposing:

☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☒ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.769 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 0.8 x Width: 4 x Depth: 0.095 metre(s)
What materials will the sign be made of? fascia 1 - aluminium panels with acrylic letters and trough light	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background grey background, white letters, blue, white and red logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	2.647 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 0.8 x Width: 5 x Depth: 0.095 metre(s)
What materials will the sign be made of? fascia 2 - aluminium panels with acrylic letters and trough light	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background grey background, white letters, blue, white and red logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	3.525 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 1.2 x Width: 1.2 x Depth: 0.095 metre(s)
What materials will the sign be made of? tile logo 1 - aluminium panels with acrylic letters and a trough light	
What is the maximum height of any of the individual letters and symbols?	87 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
grey background, blue, white and red logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	4.64 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 0.8 x Width: 0.8 x Depth: 0.03 metre(s)
What materials will the sign be made of?	
tile logo 2 - aluminium panels with acrylic letters and a trough light	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
grey background with white red and blue logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.525 metre(s)
What is the maximum projection of the advertisement from face of building?	0.805 metre(s)
Dimension:	Height: 0.75 x Width: 0.805 x Depth: 0.7 metre(s)
What materials will the sign be made of?	
projector - aluminium panels with acrylic letters and trough light	
What is the maximum height of any of the individual letters and symbols?	56 cm
The colour of text and background	
grey background, white letters, blue, white and red logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

4. Type of Proposed Advertisement(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.7 x Width: 0.7 x Depth: 0.6 metre(s)
What materials will the sign be made of? post sign - steel post, aluminium header with acrylic and vinyl logo, aluminium trough light	
What is the maximum height of any of the individual letters and symbols?	53 cm
The colour of text and background grey post and panels, white red and blue logo	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

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

square faced box atop a steel post bolted to the floor

5. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

existing signage will be evident on the following jpgs
queen st existing, corner of queen st and tape existing, tape street and car park existing

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From	02/08/2021
To	02/08/2026

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

8. 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?

8. Site Visit

- ☒ The agent
☐ The applicant
☐ Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☐ Yes ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes ☐ No

11. 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.

☐ Yes ☒ No

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?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form 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. ☒

Date (cannot be pre-application)

18/06/2021