



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	
Suffix	
Property name	Halfords
Address line 1	Broad Street
Address line 2	
Address line 3	
Town/city	Leek
Postcode	ST13 5NS
Description of site location must be completed if postcode is not known:	
Easting (x)	398270
Northing (y)	356294
Description	

2. Applicant Details

Title	Ms
First name	L
Surname	Chesterman
Company name	Toolstation Ltd
Address line 1	Toolstation Ltd
Address line 2	Lodge Way House
Address line 3	Lodge Way, Harlestone Road
Town/city	Northampton

2. Applicant Details

Country	
Postcode	NN5 7UG
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	Rhodri
Surname	Williams
Company name	Mango Planning & Development Ltd
Address line 1	Number Two Waterton Park
Address line 2	Waterton
Address line 3	
Town/city	Bridgend
Country	
Postcode	CF31 3PH
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Two illuminated fascia signs, entrance sign, opening hours sign, post sign and four no. A0 poster frames.

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	
What is the height from the ground to the base of the advertisement?	2.72 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.09 metre(s)
Dimension:	Height: 1 x Width: 16.76 x Depth: 0.09 metre(s)
What materials will the sign be made of? Signcomp retro-frame aluminium flexface system, internal aluminium frame. PVC matt finish digitally printed banner clipped into the face.	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background Yellow/Blue/Red/White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	267 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?	2.92 metre(s)
What is the maximum projection of the advertisement from face of building?	0.09 metre(s)
Dimension:	Height: 1 x Width: 7.2 x Depth: 0.09 metre(s)
What materials will the sign be made of? Signcomp retro-frame aluminium flexface system, internal aluminium frame. PVC matt finish digitally printed banner clipped into the face.	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background Yellow/Blue/Red/White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	267 cd/m2
Will the illumination be static or intermittent?	Static

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?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.835 x Width: 1.595 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl applied onto glazing	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background Yellow/Blue	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.55 x Width: 0.5 x Depth: 0.05 metre(s)
What materials will the sign be made of? Folded yellow aluminium and vinyl applied onto face.	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Yellow/Blue/Red/White/Black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2 x Width: 0.49 x Depth: 0.055 metre(s)
What materials will the sign be made of? Existing square steel post, two aluminium panels attached to post.	
What is the maximum height of any of the individual letters and symbols?	17 cm
The colour of text and background Yellow/Blue/Red/White	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

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

Entrance sign, opening hours sign, post sign and 4 no. A0 poster frames.

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

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

11/08/2021

To

11/08/2025

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?

- ☒ 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)

11/08/2021