



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	73
Suffix	
Property name	The Talbot Inn
Address line 1	Grange Road
Address line 2	
Address line 3	
Town/city	Biddulph
Postcode	ST8 7RY
Description of site location must be completed if postcode is not known:	
Easting (x)	389515
Northing (y)	359805
Description	

2. Applicant Details

Title	MR
First name	
Surname	FIRTH
Company name	MITCHELLS & BUTLERS
Address line 1	The Talbot Inn
Address line 2	73 Grange Road
Address line 3	
Town/city	Biddulph

2. Applicant Details

Country	
Postcode	ST8 7RY
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mrs
First name	Gillian
Surname	Shepley
Company name	Ashleigh Signs
Address line 1	Ashleigh House
Address line 2	Beckbridge Road
Address line 3	Normanton
Town/city	
Country	England
Postcode	WF6 1TE
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE 1X POST MOUNTED PICTORIAL SIGN, 1X POST MOUNTED CAR PARK SIGN, 1X WALL MOUNTED PICTORIAL SIGN 1X FASCIA SIGN. 2X INFORMATION SIGNS 1X LANTERN AND 1X D/S PANELS TO EXISTING REMOTE POST SIGN

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?	2.5 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.04 metre(s)
Dimension:	Height: 0.75 x Width: 4 x Depth: 0.04 metre(s)
What materials will the sign be made of? ALUMINIUM (ITEM 04)	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background AS DRAWING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 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?	4.2 metre(s)
What is the maximum projection of the advertisement from face of building?	1.7 metre(s)
Dimension:	Height: 1.45 x Width: 1.1 x Depth: 0.04 metre(s)
What materials will the sign be made of? MILD STEEL GIBBET/ALUMINIUM PANELS (ITEM 03)	
What is the maximum height of any of the individual letters and symbols?	45 cm
The colour of text and background AS DRAWING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 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?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 4.7 x Width: 1.5 x Depth: 0.05 metre(s)
What materials will the sign be made of? TIMBER CLAD STTEL POST/TIMBER GIBBET & FRAME. ALUMINIUM PANELS (ITEM 01)	
What is the maximum height of any of the individual letters and symbols?	50 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
AS DRAWING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.3 x Width: 1.1 x Depth: 0.15 metre(s)
What materials will the sign be made of? TIMBER CLAD STEEL POST/ALUMINIUM PANEL (ITEM 02)	
What is the maximum height of any of the individual letters and symbols?	16 cm
The colour of text and background	
AS DRAWING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	0.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.2 x Width: 0.3 x Depth: 0.03 metre(s)
What materials will the sign be made of? ALUMINIUM (ITEM 05A & 05B)X2	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background	
AS DRAWING	
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): 4	
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4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.6 x Width: 0.6 x Depth: 0.03 metre(s)
What materials will the sign be made of? ALUMINIUM (ITEM 06)	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background AS DRAWING	
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): 5	
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?	0.6 metre(s)
Dimension:	Height: 0.6 x Width: 0.4 x Depth: 0.4 metre(s)
What materials will the sign be made of? ALUMINIUM (ITEM 07)	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background BLACK	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1 x Width: 0.7 x Depth: 0.05 metre(s)
What materials will the sign be made of? D/S ALUMINIUM PANEL TO EXISTING POST (ITEM 08)	
What is the maximum height of any of the individual letters and symbols?	11 cm
The colour of text and background AS DRAWING	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

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

ITEM 01 - POST MOUNTED PICTORIAL
ITEM 02 - POST MOUNTED CAR PARK DIRECTIONAL SIGN
ITEM 05 - 2X CAR PARK DISCLAIMER SIGNS
ITEM 06 - 1X INFORMATION SIGN
ITEM 07 - 1X LANTERN
ITEM 08 - 1X DOUBLE SIDED DIRECTIONAL PANEL TO EXISTING REMOTE SIGN

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

PROPOSED AND EXISTING PHOTOGRAPHS

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	19/08/2021
To	19/08/2026

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?

- ☒ 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

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)

19/08/2021