



Planning

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PO Box 532 Town Hall
Manchester M60 2LA

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	Land and Buildings on the East side of Waterloo Road
Address line 1	
Address line 2	Cheetham
Address line 3	
Town/city	Manchester
Postcode	M8 8AE

Description of site location must be completed if postcode is not known:

Easting (x)	383777
Northing (y)	400337

Description

2. Applicant Details

Title	
First name	
Surname	.
Company name	CCUK
Address line 1	c/o agent
Address line 2	c/o agent
Address line 3	c/o agent
Town/city	c/o agent

2. Applicant Details

Country	c/o agent
Postcode	
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	Philip
Surname	Allard
Company name	Wildstone Planning
Address line 1	22 Berghem Mews
Address line 2	Blythe Road
Address line 3	Brook Green
Town/city	London
Country	United Kingdom
Postcode	W14 0HN
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of 4 no. existing externally illuminated 48 sheet advertising panels with 2 no.48 sheet digital LED advertising display. The Luminance level of the signs shall not exceed the thresholds contained within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 (or any subsequent amendment/replacement to this guidance).

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 hoarding

Hoarding(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	1.35 metre(s)
What is the maximum projection of the advertisement from face of building?	0.061 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0 metre(s)
What materials will the sign be made of? Lightweight digital LED panels	
What is the maximum height of any of the individual letters and symbols?	300 cm
The colour of text and background multicoloured	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Hoarding(s): 2	
What is the height from the ground to the base of the advertisement?	1.35 metre(s)
What is the maximum projection of the advertisement from face of building?	0.061 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0 metre(s)
What materials will the sign be made of? Lightweight digital LED panels	
What is the maximum height of any of the individual letters and symbols?	300 cm
The colour of text and background multicoloured	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

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

oPA:01– Site Location Plan
oPA:02 - Existing Site Plan
oPA:03 – Proposed Site Plan
oPA:04 – Existing and Proposed Elevations
oPA:05 – Existing and Proposed Elevations

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	01/10/2021
To	01/10/2026

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)