MANCHESTER CITY COUNCIL

Planning
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planning@manchester.gov.uk
PO Box 532 Town Hall
Manchester M60 2LA

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title: Mr | First name: Simon | Surname: Lancaster

Company name: Whitbread Plc

Street address: Whitbread Court
Houghton Hall Business Park
Porz Avenue
Town/City: Dunstable
County: Beds
Country: UK
Postcode: LU5 5XE

	Country Code	National Number	Extension Number
Telephone number:		01295 263 677	
Mobile number:			
Fax number:			

Email address: sf@vadoassociates.com

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

2. Agent Name, Address and Contact Details

Title: Mr | First Name: Steven | Surname: Flemming

Company name: Vado Associates Ltd

Street address: Bloxham Mill
Bloxham
Barford Road
Town/City: Banbury
County: Oxfordshire
Country: United Kingdom
Postcode: OX15 4FF

	Country Code	National Number	Extension Number
Telephone number:		01295 263 677	
Mobile number:			
Fax number:			

Email address: sf@vadoassociates.com

3. Site Address Details

Full postal address of the site (including full postcode where available)

House: | Suffix:

House name: Premier Inn

Street address: Finney Lane

Heald Green

Town/City: Cheadle

County:

Postcode: SK8 3QH

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 384279

Northing: 385920

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? (●) Yes ( ) No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title: Ms First name: Jennifer Surname: Atkinson

Reference: 101187/AO/2012/S2

Date (DD/MM/YYYY): 27/01/2013 (Must be pre-application submission)

Details of the pre-application advice received:

Previous application was refused due to number of adverts in close proximity.
We were advised that a dual brand sign would be acceptable.

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ( ) Yes (●) No

6. Authority Employee/Member

With respect to the Authority, I am:

(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you? ( ) Yes (●) No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Primary brand ID sign to best convey the nature of the operators Businesses

How many of the following type of advertisements are you applying for?

Fascia sign(s): 0 Projecting or hanging sign(s): 0 Hoarding(s): 0 Other: 1

Please describe:

Combined sign for Restaurant and Hotel brands.

8. 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).

See enclosed photo of existing sign and photo montage of proposed sign.

Will the proposed advertisement(s) project over a footpath or other public highway? ( ) Yes (●) No

9. Advertisement(s) Period

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

From: 01/04/2013 To: 31/03/2018

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 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 0.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 6.000 x Width: 1.800 x Depth: 0.250 metres

What materials will the sign be made of?

Sign A. Mild steel posts with 2No box frames with aluminium panels fret cut with opal acrylic letters pushed through with applied vinyl to faces.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 80.000 cm

The colour of text and background:

Beefeater panel is black with grill bars over fire image and yellow/orange gradated letters. Premier Inn panel is white letters and moon with yellow stars on purple background.

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 300.000 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

12. 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? (Please select only one)

◉ The agent ○ The applicant ○ Other person

13. 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 11/02/2013