



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

17-21 Shamrock Inn

Address Line 1

Bengal Street

Address Line 2

Address Line 3

Manchester

Town/city

Manchester

Postcode

M4 6AQ

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

Easting (x)

384982

Northing (y)

398824

Description

Applicant Details

Name/Company

Title

Mrs

First name

Helen

Surname

Binns

Company Name

Joseph Holt

Address

Address line 1

C/O Agent - Brandon House

Address line 2

King Street

Address line 3

Town/City

Knutsford

County

Country

United Kingdom

Postcode

WA16 6DX

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Erection of 1 no. externally illuminated hanging sign; 1 no. non illuminated painted gable sign; 2 no. externally illuminated individual letter fascia signs; 4 no. externally illuminated logo signs and 2 no. non illuminated amenity signs

Advertisement Type:

Fascia Sign

Height:

0.25 metres

Width:

1.75 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

3.08 metres

What is the maximum projection of the advertisement from the face of the building?:

0.05 metres

What is the maximum height of any of the individual letters and symbols?:

25 centimetres

What materials will the advertisement be made of?:

Return Foamex letters sprayed black satin applied to new faience panel

The colour of text and background:

Letter Black. Background cream faience

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.91 metres

Width:

1.22 metres

Depth:

0.5 metres

What is the height from the ground to the base of the advertisement?:

3.9 metres

What is the maximum projection of the advertisement from the face of the building?:

2.6 metres

What is the maximum height of any of the individual letters and symbols?:

62 centimetres

What materials will the advertisement be made of?:

D/sided pictorial sign with ornate outer steel frame and inner twisted steel frame (emulates braid) and panel, foamex d/sided simple shield graphic header

The colour of text and background:

Various

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.8 metres

Width:

3.9 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.85 metres

What is the maximum projection of the advertisement from the face of the building?:

0.05 metres

What is the maximum height of any of the individual letters and symbols?:

50 centimetres

What materials will the advertisement be made of?:

Sign painted illustration with 25mm gold sprayed foamex letters and sign painted logo

The colour of text and background:

Dulux Heritage Forest Grey and gold

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

1.22 metres

Width:

0.91 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

1.1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.05 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Aluminum Black bullnose frame with matching panel and white vinyl letters and logo

The colour of text and background:

White text with black background

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.35 metres

Width:

0.5 metres

Depth:

0.02 metres

What is the height from the ground to the base of the advertisement?:

3.05 metres

What is the maximum projection of the advertisement from the face of the building?:

0.02 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Foamex with printed vinyl face

The colour of text and background:

Dark Brown and beige

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

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

Hanging Sign - A

Amenity boards - B

Painted gable sign - C

Logo signs - D

Individual letter fascia signs - E

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 Photos

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

- ☒ Yes
☐ No

Advertisement(s) Period

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

From Date

08/04/2026

To Date

08/04/2076

Neighbour and Community Consultation

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

- ☐ Yes
☒ No

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

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

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Email

Date (must be pre-application submission)

16/02/2025

Details of the pre-application advice received

Hanging sign acceptable but revisit illumination
Facia sign not acceptable
Gable sign acceptable

Interest In the Land

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

- ☒ Yes
☐ No

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.

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?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Helen Binns

Date

09/04/2026