

## 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: | Iain | Surname: | Dicken |
| Company name:   | Wolseley UK          |             |      |          |        |
| Street address: | The Wolseley Centre  |             |      |          |        |
|                 | Harrison Way         |             |      |          |        |
|                 |                      |             |      |          |        |
| Town/City:      | Royal Leamington Spa |             |      |          |        |
| County:         | Warwickshire         |             |      |          |        |
| Country:        | England (UK)         |             |      |          |        |
| Postcode:       | CV31 3HH             |             |      |          |        |

  

|                   |                 |                    |                     |
|-------------------|-----------------|--------------------|---------------------|
|                   | Country<br>Code | National<br>Number | Extension<br>Number |
| Telephone number: |                 |                    |                     |
| Mobile number:    |                 |                    |                     |
| Fax number:       |                 |                    |                     |
| Email address:    |                 |                    |                     |

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

### 2. Agent Name, Address and Contact Details

|                 |                                      |             |        |          |         |
|-----------------|--------------------------------------|-------------|--------|----------|---------|
| Title:          | Mr                                   | First Name: | Gerald | Surname: | Sweeney |
| Company name:   | Alliance Environment & Planning      |             |        |          |         |
| Street address: | Halifax House 14 - 15 Frederick Road |             |        |          |         |
|                 | edgbaston                            |             |        |          |         |
|                 |                                      |             |        |          |         |
| Town/City:      | birmingham                           |             |        |          |         |
| County:         | west midlands                        |             |        |          |         |
| Country:        | england                              |             |        |          |         |
| Postcode:       | b15 1jd                              |             |        |          |         |

  

|                   |                 |                    |                     |
|-------------------|-----------------|--------------------|---------------------|
|                   | Country<br>Code | National<br>Number | Extension<br>Number |
| Telephone number: |                 |                    |                     |
| Mobile number:    |                 |                    |                     |
| Fax number:       |                 |                    |                     |
| Email address:    |                 |                    |                     |

### 3. Site Address Details

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

|                 |                      |         |                      |
|-----------------|----------------------|---------|----------------------|
| House:          | <input type="text"/> | Suffix: | <input type="text"/> |
| House name:     | BLOCK A              |         |                      |
| Street address: | AFNDAL ROAD          |         |                      |
|                 | WICK                 |         |                      |
| Town/City:      | LITTLEHAMPTON        |         |                      |
| County:         | <input type="text"/> |         |                      |
| Postcode:       | BN17 7GA             |         |                      |

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

|           |        |
|-----------|--------|
| Easting:  | 501893 |
| Northing: | 102694 |

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: | K | Surname: | Godden |
|--------|----|-------------|---|----------|--------|

Reference:

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

Details of the pre-application advice received:

Letter of correspondence (dated 10/08/2010) from the Council outlined that an application for Express Consent was required for the advertisement and needed to be returned by 10th September 2010.

### 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):

Proposed display of inflatable advertisement

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

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

Advertisement Balloon

## 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☒ Yes ☐ No

If Yes, please provide details:

The advertisement has been previously displayed from the site.

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).

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:

10/09/2010

To:

10/09/2015

## 10. Interest in the Land

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

☒ 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)?

61.5 m

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

N/A m

What are the dimensions of the proposed advertisement?

Height: 6 x Width: 2.5 x Depth: 2.5 metres

What materials will the sign be made of?

Unknown

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

180 cm

The colour of text and background:

Balloon White with red fins. Text is red and black. Company Logo is red and yellow

Will the sign be illuminated?

☐ Yes ☒ No

## 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.



Date

10/09/2010