



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:	Mark	Surname:	Allen
Company name:	Central England Co-operative Ltd				
Street address:	Central House				
	Hermes Road				
Town/City:	Lichfield				
Country:	UK				
Postcode:	WS13 6RH				
	Telephone number:				
	Mobile number:				
	Fax number:				
	Email address:				
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No				

2. Agent Name, Address and Contact Details

Title:	Miss	First Name:	Kerrie	Surname:	Nash
Company name:	Blaze Signs Ltd				
Street address:	Units 3-4 Arden Park				
	Arden Road				
	Frankley				
Town/City:	Birmingham				
Country:					
Postcode:	B45 0JA				
	Telephone number: 01214577715				
	Mobile number:				
	Fax number:				
	Email address: kerrien@blazesigns.co.uk				

3. Site Address Details

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

Description:

House: Suffix:

House name:

Street address:

Town/City:

Postcode:

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

Easting:

Northing:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes No

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):

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:

8. Location of Advertisement(s)

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

Yes No

If Yes, please provide details:

8. Location of Advertisement(s)

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).

Please see the attached visual 111460 V1 and photos 'Original site photos'

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: 06/07/2017

To: 06/07/2022

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? Yes No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

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

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

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

What materials will the sign be made of?

Aluminium, acrylic, vinyl

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

The colour of text and background:

Green, cobalt blue, white

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: cd/m

Will the illumination be static or intermittent? Static Intermittent

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

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

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

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

What materials will the sign be made of?

Aluminium, vinyl

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

The colour of text and background:

Green, cobalt blue, white, silver, logos in various colours (please see design dwg)

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

Will the sign be illuminated? Yes No

Will the sign be illuminated internally or externally? Internally Externally

Illuminance Levels: 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