



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:		First Name:		Surname:	Pets at Home
Company name:	Pets at Home Plc				
Street address:	Epsom Avenue				
	Stanley Green Trading Estate				
	Handforth				
Town/City:	Cheshire				
Country:	United Kingdom				
Postcode:	SK9 3RN				
	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:	Ms	First Name:	Laura	Surname:	Sealey
Company name:	Image Technique Ltd				
Street address:	Saxon Business Park				
	Stoke Prior				
	Bromsgrove				
Town/City:	Worcestershire				
Country:	United Kingdom				
Postcode:	B60 4AD				
	Telephone number:				
	Mobile number:				
	Fax number:				
	Email address:				
01527578533					
laura.sealey@image technique co.uk					



3. Site Address Details

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

House:		Suffix:	
House name:	Pets at Home		
Street address:	Unit 1c, Wellington Retail Park		
	Hambledon Road		
	Hampshire		
Town/City:	Denmead		
Postcode:	PO7 7FG		

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

Easting:	467888
Northing:	109533

Description:



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).

6 x internally illuminated fascia signs and various non illuminated signs to include: 1 x set of 4 poster frames, 2 x window graphics and 1 x deliveries panel.

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

Fascia sign(s)	6	Projecting or hanging sign(s)		Hoarding(s)		Other	4
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Please describe:

1 x set of 4 poster frames
1 x window graphics
1 x window graphics
1 x deliveries panel

8. Location of Advertisement(s)

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

☐ Yes ☒ No

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 refer to attached document 'proposal drawings'.

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 18/04/2016

To: 18/04/2021



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)? 5.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.20 m

What are the dimensions of the proposed advertisement? Height: 2.90 x Width: 5.60 x Depth: 0.20 metres

What materials will the sign be made of?

Item A: 'pets at home' - aluminium, flexskin, LED illumination

What is the maximum height of any of the individual letters and symbols (in centimetres)? 60 cm

The colour of text and background:

white and green

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 300.00 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 5.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.20 m

What are the dimensions of the proposed advertisement? Height: 1.25 x Width: 2.50 x Depth: 0.20 metres

What materials will the sign be made of?

Item B: 'the groom room' - aluminium, flexskin, LED illumination

What is the maximum height of any of the individual letters and symbols (in centimetres)? 41 cm

The colour of text and background:

pink & blue

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

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?

Item B: 'vets4pets' - aluminium, flexskin, LED illumination

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

The colour of text and background:

pink, white, green & blue

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 (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?

Item F: 'pets at home' - aluminium, flexskin, LED illumination

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

The colour of text and background:

white and green

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

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

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

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

0.20 m

What are the dimensions of the proposed advertisement?

Height: 1.25 x

Width: 2.50 x

Depth: 0.20 metres

What materials will the sign be made of?

Item G: 'vets4pets' - aluminium, flexskin, LED illumination

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

41 cm

The colour of text and background:

pink, white, green & blue

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

300.00 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

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

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

6.00 m

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

0.20 m

What are the dimensions of the proposed advertisement?

Height: 1.25 x

Width: 2.50 x

Depth: 0.20 metres

What materials will the sign be made of?

Item G: 'the groom room' - aluminium, flexskin, LED illumination

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

41 cm

The colour of text and background:

pink and blue

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

300.00 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)?

0.50 m

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

0.01 m

What are the dimensions of the proposed advertisement?

Height: 1.52 x

Width: 1.02 x

Depth: 0.01 metres

What materials will the sign be made of?

Item C: poster frame - aluminium, acrylic

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

cm

The colour of text and background:

various depending on client's choice of advert

Will the sign be illuminated?

☐ 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)? 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?

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

The colour of text and background:

Will the sign be illuminated? ☐ 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)? 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?

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

The colour of text and background:

Will the sign be illuminated? ☐ 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)? 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?

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

The colour of text and background:

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. 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

18/04/2016

