



RIBBLE VALLEY  
BOROUGH COUNCIL

|                         |
|-------------------------|
| 0 2 SEP 2011            |
| FOR THE<br>ATTENTION OF |

For office use only

Application No

Date received

Fee paid £

Receipt No:

320110716P

Council Offices, Church Walk, Clitheroe, Lancashire. BB7 2RA Tel: 01200 425111 www.ribblevalley.gov.uk

## Application for consent to display an advertisement(s)

### Town and Country Planning (Control of Advertisements) (England) Regulations 2007

You can complete and submit this form electronically via the Planning Portal by visiting [www.planningportal.gov.uk/apply](http://www.planningportal.gov.uk/apply)

#### 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.

Please complete using block capitals and black ink.

It is important that you read the accompanying guidance notes as incorrect completion will delay the processing of your application

#### 1. Applicant Name and Address

|                     |                       |               |     |
|---------------------|-----------------------|---------------|-----|
| Title:              | Mrs                   | First name:   | JAN |
| Last name:          | BUTCHER               |               |     |
| Company (optional): | MARKETING FORCE LTD   |               |     |
| Unit:               | House number:         | House suffix: |     |
| House name:         |                       |               |     |
| Address 1:          | SUITE 1B, LINDA HOUSE |               |     |
| Address 2:          | CHEVALIER ROAD        |               |     |
| Address 3:          |                       |               |     |
| Town:               | FELIXSTOWE            |               |     |
| County:             | SUFFOLK               |               |     |
| Country:            |                       |               |     |
| Postcode:           | IP11 7ET              |               |     |

#### 2. Agent Name and Address

|                     |               |               |  |
|---------------------|---------------|---------------|--|
| Title:              |               | First name:   |  |
| Last name:          |               |               |  |
| Company (optional): |               |               |  |
| Unit:               | House number: | House suffix: |  |
| House name:         |               |               |  |
| Address 1:          |               |               |  |
| Address 2:          |               |               |  |
| Address 3:          |               |               |  |
| Town:               |               |               |  |
| County:             |               |               |  |
| Country:            |               |               |  |
| Postcode:           |               |               |  |

**3. Site Address Details**

Please provide the full postal address of the application site.

Unit:  House number:  House suffix: House name: Address 1:  *"Traffic Location"*Address 2: Address 3: Town:  *Pendleton*County:  *Lancashire*Postcode (optional):  *BB7*

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

Easting:  *374388.5* Northing:  *438981*

Description:

*Junction of A59, Clithero by-pass / A671 Whalley Road Roundabout.***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)

Please tick if the full contact details are not known, and then complete as much as possible: ☐

Officer name:

*SARAH THORPE - Sign Planning Officer*

Reference:

*3/2009/0597*

Date (DD/MM/YYYY):

(must be pre-application submission)

*April 2010*

Details of pre-application advice received?

*Discussions have taken place about submitting an application for a reduced no of signs at this location to 2.***5. Neighbour and Community Consultation**Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

If Yes, please provide details:

*/***6. Authority Employee / Member**

With respect to the Authority, I am: Do any of these statements apply to you?

(a) a member of staff

(b) an elected member

(c) related to a member of staff

(d) related to an elected member

☐ Yes ☒ No

If Yes, please provide details of the name, relationship and role

*/***7. Type of Proposed Advertisement(s)**

Please describe the proposed advertisement(s):

*Non illuminated sponsorship acknowledgement sign*

Please indicate the number of the following types of advertisement(s) you are applying for: Number of advertisement(s)

Application for fascia sign(s)

Application for a projecting or hanging sign(s)

Application for a hoarding(s)

Other

*2*

If you selected Other, please describe:

*See attached sign specification & Appendix A.**Sign Impression - Appendix B.***8. Location of Advertisement(s)**Is the advertisement you are applying for already in place? ☐ Yes ☒ No

If Yes, please provide details of when the use or work started:

*/*

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 photographs.

*/*Will the proposed advertisement(s) project over a footpath or other public highway? ☐ Yes ☒ No

**9. Advertisement Period**

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

From

Sept 2011

To

5 Years 2016

date (DD/MM/YYYY)

**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

If No, why not?

*This application has the support of Lancashire CC as the Highway Authority - See Appendix C.*

**11. Details of Proposed Advertisement(s)**

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

|                                                                                      | Advertisement 1                                                     | Advertisement 2                                          | Advertisement 3                                          |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
| Type:                                                                                | Sponsorship Acknowledgement sign                                    |                                                          |                                                          |
| a) The height from the ground to the base of the advertisement (in metres)           | Max 400mm                                                           |                                                          |                                                          |
| b) The dimensions of the proposed advertisement (H x W x D) (in metric)              | 500 x 1200 x 3mm                                                    |                                                          |                                                          |
| c) The maximum height of any of the individual letters and symbols (in metric)       | Max 250mm                                                           |                                                          |                                                          |
| d) The colour of the text and background                                             | Will vary - Full colour digital print                               |                                                          |                                                          |
| e) Materials of the proposed sign(s)                                                 | 3mm Powder Coated Di-Bond Aluminium signs                           |                                                          |                                                          |
| f) The maximum projection of advertisement from the face of the building             | —                                                                   |                                                          |                                                          |
| Will any of the sign(s) be illuminated                                               | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| If Yes for any of the proposed signs, answer g), h) and i)                           |                                                                     |                                                          |                                                          |
| g) Details of method of illumination (internally illuminated/externally illuminated) |                                                                     |                                                          |                                                          |
| h) Illuminance levels (cd/m <sup>2</sup> )                                           |                                                                     | N/A                                                      |                                                          |
| i) Will the illumination be static or intermittent?                                  |                                                                     |                                                          |                                                          |

**12. Planning Application Requirements - Checklist**

Please read the following checklist to make sure you have sent all the information in support of your proposal. Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the Local Planning Authority has been submitted.

The original and 3 copies of a completed and dated application form: ☒

**Drawings**

The drawing of the proposed advertisement should show its dimensions and position on the land or building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. A site location plan should also be provided which identifies the proposed position of the advertisement and location of the site by reference to at least two named roads. It should be drawn to an identified scale and show the direction of North. Ordnance Survey maps are not required. Photographs and photomontages may be used. The original and 3 copies of each drawing should be provided: ☒

**Description of signs, size and illumination**

The type of each sign for which application is being made, e.g. fascia, projecting box, pole-mounted free-standing, should be shown, together with the dimensions of each sign. If any of the signs are to be illuminated please describe the type of illumination, e.g. internal, external, floodlight, etc, and whether the illumination will be static, flashing, or have moving parts. The original and 3 copies of each description should be provided: ☒

The original and 3 copies of a plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of north: ☒

The original and 3 copies of other plans and drawings or information necessary to describe the subject of the application: ☒

The correct fee: ☒

**Owner's consent:**

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

Where the site is within the boundaries of a highway, evidence that the application is acceptable to the highway authority must be provided.

**13. Declaration**

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Signed - Applicant:

Or signed - Agent:

Date DD/MM/YYYY:

31-8-2011

(date cannot be pre-application)

**14. Applicant Contact Details**

Telephone numbers

Country code:  National number:  Extension number:

Country code:  Mobile number (optional):

Country code:  Fax number (optional):

Email address (optional):

**15. Agent Contact Details**

Telephone numbers

Country code:  National number:  Extension number:

Country code:  Mobile number (optional):

Country code:  Fax number (optional):

Email address (optional):

**16. 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)

☐ Agent

☒ Applicant

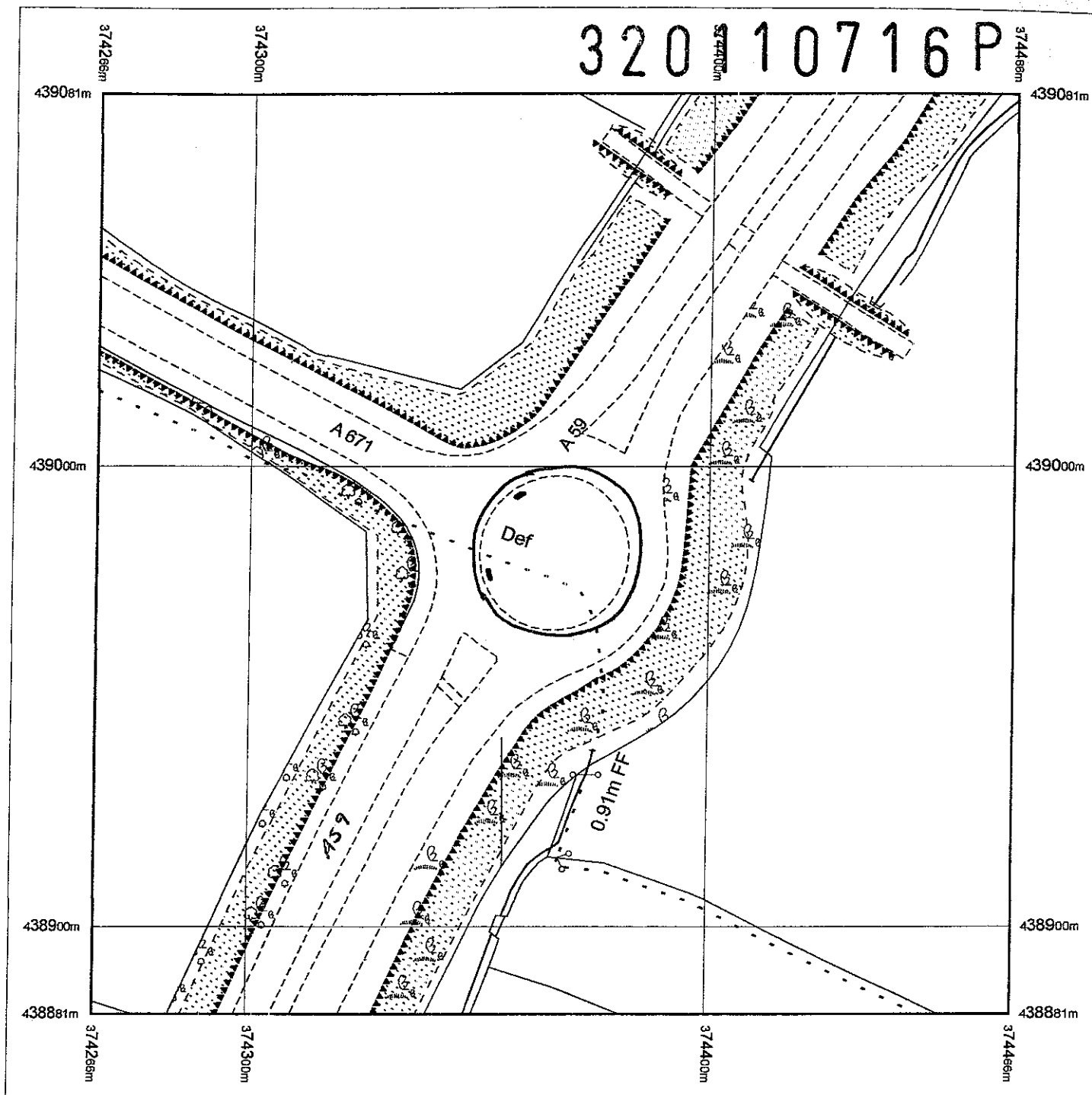
☐ Other (if different from the agent/applicant's details)

If Other has been selected, please provide:

Contact name:

Telephone number:

Email address:



Produced 31.08.2011 from the Ordnance Survey National Geographic Database and incorporating surveyed revision available at this date. © Crown Copyright 2011.

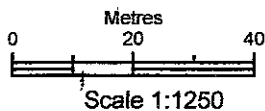
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The representation of features as lines is no evidence of a property boundary

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[www.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)

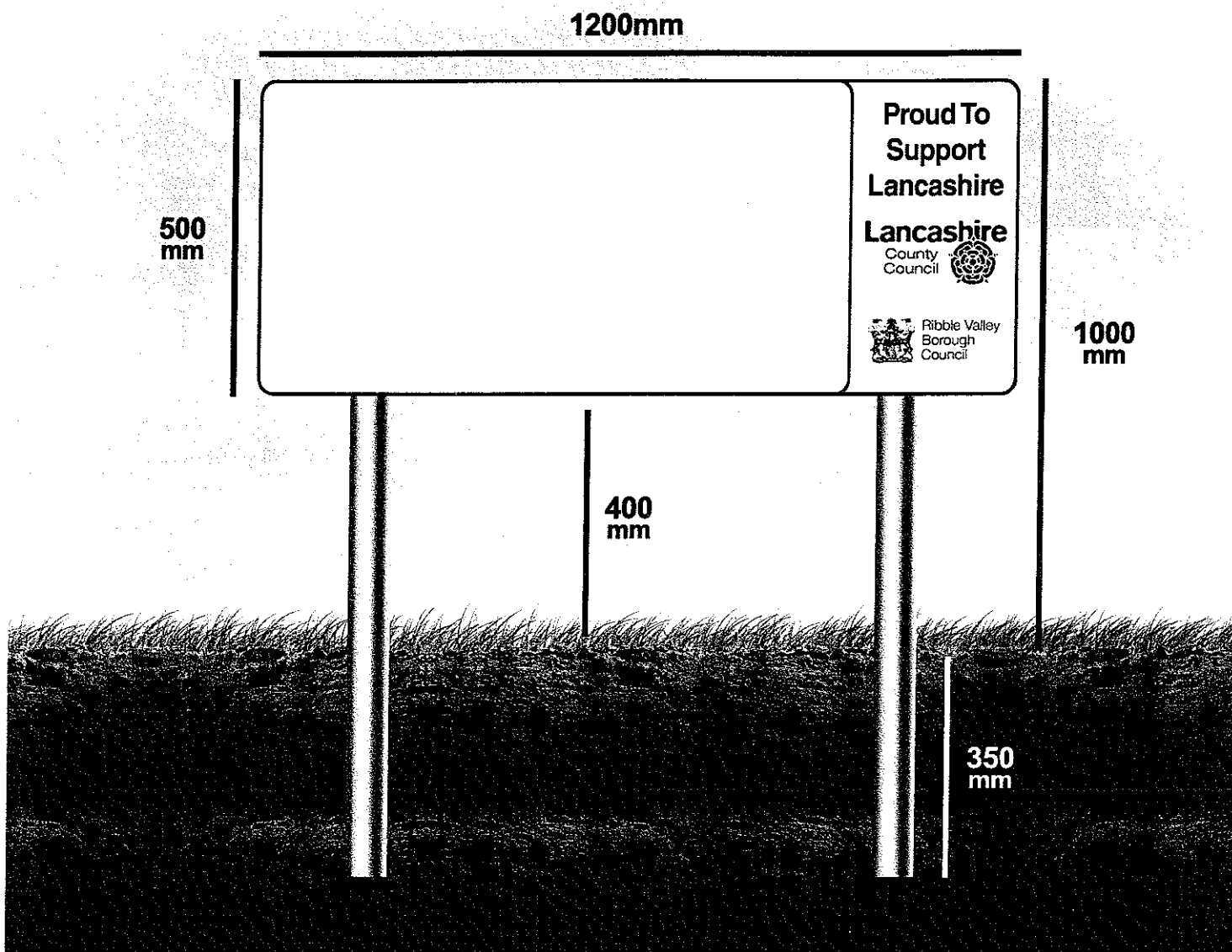
**RVI**

**A59/A671**

**= Proposed Signage position**

1 : 10

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Sponsors permitted to display company name and logo, short message and contact details (Website / Address / Telephone Number)

Signs fascia will be produced in full colour on digital vinyl applied to 3mm powder coated aluminium.

Signs mounted on 1250 x 50mm silver posts

Non-Illuminated / Non-Reflective signage

Sign will be positioned a minimum of 1000mm away from the curb edge

Total overall height of signs from ground level no more than 1000mm.

320110716P

App D

# Whalley Rd Clitheroe Bypass - Clitheroe





320110716P

*Appendix C*

Ribble Valley Borough Council  
Council Offices  
Planning Department  
Church Walk  
CLITHEROE  
BB7 2RA

Telephone: 01254 770960  
Fax: 01254 770987  
Email: highways@lancashire.gov.uk  
Your ref:  
Our ref: MH/JRS  
Date: 19 August 2011

Dear Sirs

**SPONSORSHIP OF HIGHWAY INFRASTRUCTURE  
TOWN AND COUNTRY PLANNING ACT 1990  
ERECTION OF NON-ILLUMINATED SPONSORSHIP ACKNOWLEDGEMENT SIGNS  
ROUNDBOUTS AT A59/A666 (PETRE ARMS) AND A59/A671 (BRAMLEY MEADE)**

I write to confirm Lancashire County Council support for the sponsorship of the Highway Infrastructure where safe to do so.

Having taken into account the standard size and design of the signs, I am satisfied that:

1. The signs will not compromise the safety of persons using the highway
2. That the displays of the advertisements in question are not likely to obscure, or hinder the ready interpretation of any traffic signs

I therefore confirm that the application for advertisement consent for non-illuminated sponsorship acknowledgement signs on the highway infrastructure located within the Borough of Ribble Valley are acceptable to Lancashire County Council

Yours faithfully

Mark Hornby BEng MSc MCIHT  
Principal Engineer (Traffic & Development)

