Application for Consent to Display an Advertisement

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

Kirklees https://www.kirklees.gov.uk/beta/planning-and-development.aspx

Publication of applications on planning authority website

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".

Address Line 1

204 Old Bank Road

Address Line 2

Earlsheaton

Address Line 3

-

Town/City

Dewsbury

County

Kirklees

Postcode

WF12 7AB

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

Easting (x)

425753

Northing (y)

421786

Description of site location

-

Applicant Details

Name/Company

Title

Mr

First Name

Chu

Surname

Cunlan

Company Name

-

Address

Address Line 1

204 Old Bank Road

Address Line 2

Earlsheaton

Address Line 3

-

Town/City

Dewsbury

County

Kirklees

Country

-

Postcode

WF12 7AB

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

REDACTED

Secondary number

REDACTED

Fax Number

REDACTED

Email address

REDACTED

Agent Details

Name/Company

Title

-

First Name

Sam

Surname

Parker

Company Name

AT Architectural Services LTD

Address

Address Line 1

206 Moor End Road

Address Line 2

-

Address Line 3

-

Town/City

Halifax

County

-

Country

United Kingdom

Postcode

HX2 0RU

Contact Details

Primary number

REDACTED

Secondary number

REDACTED

Fax number

REDACTED

Email Address

REDACTED

Description of Proposed Advertisement(s)

Description of the proposed advertisement(s)

Re-illumination of the existing internally illuminated projecting box sign, installation of an external illumination trough light to the existing side elevation sign, installation of an externally illuminated projecting box sign to the side elevation, and installation of an illuminated window sign to the front elevation.

Advertisement 1

Type of advertisement

Projecting or hanging sign

Height (m)	Width (m)	Depth (m)
0.63	0.7	0.3

Height from ground to base (m)	Max projection from building (m)	Max letter/symbol height (cm)
4.2	0.75	50

Materials

Mild Steel

Colour of text and background

-

Will the advertisement be illuminated?

- [x] Yes
- [ ] No

Illumination type

Externally illuminated

Illuminance level (cd/m²)

300

Illumination mode

Static

Advertisement 2

Type of advertisement

Fascia sign

Height (m)	Width (m)	Depth (m)
0.55	5.36	0.05

Height from ground to base (m)	Max projection from building (m)	Max letter/symbol height (cm)
3	0.48	55

Materials

aluminium, the sign is already an existing element. we are adding a trough light over it

Colour of text and background

-

Will the advertisement be illuminated?

- [x] Yes
- [ ] No

Illumination type

Externally illuminated

Illuminance level (cd/m²)

300

Illumination mode

Static

Advertisement 3

Type of advertisement

Projecting or hanging sign

Height (m)	Width (m)	Depth (m)
1	0.55	0.2

Height from ground to base (m)	Max projection from building (m)	Max letter/symbol height (cm)
3.8	0.55	80

Materials

existing box sign, illumination to be reinstated

Colour of text and background

-

Will the advertisement be illuminated?

- [x] Yes
- [ ] No

Illumination type

Internally illuminated

Illuminance level (cd/m²)

300

Illumination mode

Static

Advertisement 4

Type of advertisement

Fascia sign

Height (m)	Width (m)	Depth (m)
2	0.23	0.3

Height from ground to base (m)	Max projection from building (m)	Max letter/symbol height (cm)
2.5	0.3	200

Materials

will be aluminium and acrylic and sit inside the window head. existing signage here to be replaced with this sign

Colour of text and background

-

Will the advertisement be illuminated?

- [x] Yes
- [ ] No

Illumination type

Internally illuminated

Illuminance level (cd/m²)

300

Illumination mode

Static

Location of Advertisement(s)

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

- [x] Yes
- [ ] No

Details

3 signs are already in place, we are applying to illuminate them, 1 is being added as a completely new aspect

Is an existing advertisement to be removed and replaced?

Yes

Drawing or photograph references for existing signs

ATP26064_1A

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

- [x] Yes
- [ ] No

Advertisement(s) Period

From

01/01/2027

To

31/12/2031

Neighbour and Community Consultation

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

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

Applicant

Pre-application Advice

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

- [ ] Yes
- [x] 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

Interest in the Land

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

⊘ Yes
◯ No

Declaration

I/We hereby submit this Application 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 agree to the outlined declaration

Signed	Date
Sam Parker	21/11/2026