



**Hinckley & Bosworth
Borough Council**

planning@hinckley-bosworth.gov.uk
01455 238141

Hinckley Hub
Rugby Road
Hinckley
Leics
LE10 0FR

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

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".

Number	
Suffix	
Property Name	Aldi
Address Line 1	Watling Street
Address Line 2	
Address Line 3	Leicestershire
Town/city	Hinckley
Postcode	LE10 3ED

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

Easting (x)	Northing (y)
439646	293334

Description

Applicant Details

Name/Company

Title

MR

First name

Fardein

Surname

Nuurdin

Company Name

The Harris Partnership

Address

Address line 1

79 High St, Newport Pagnell

Address line 2

Address line 3

Town/City

Milton Keynes

County

Buckinghamshire

Country

United Kingdom

Postcode

MK16 8AB

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

MR

First name

Robin

Surname

Williams

Company Name

Aldi Stores LTD

Address

Address line 1

The Harris Partnership

Address line 2

Hollylane

Address line 3

Town/City

Newport Pagnell

County

Atherstone

Country

United Kingdom

Postcode

CV9 2SQ

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 Internally Illuminated Sign Case, 1 Internally Illuminated Totem, 2 Graphic Vinyl's On Aluminium Panels, 1 Welcome Vinyl Sticker

Advertisement Type:

Fascia Sign

Height:

6 metres

Width:

2.075 metres

Depth:

0.12 metres

What is the height from the ground to the base of the advertisement?:

1.185 metres

What is the maximum projection of the advertisement from the face of the building?:

0.12 metres

What is the maximum height of any of the individual letters and symbols?:

101.8 centimetres

What materials will the advertisement be made of?:

DOUBLE FACED HIGH QUALITY FABRICATED ALUMINIUM SIGN CASE MOUNTED ON STEEL STRUCTURE. FINISHED RAL 7016 ANTHRACITE. SIGN PANEL IS POLYCARBONATE.

The colour of text and background:

SCREEN PRINTED FIVE COLOUR FOILS - CORPORATE LOGO.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

172 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.9 metres

Width:

1.5 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

3.73 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

0.737 centimetres

What materials will the advertisement be made of?:

HIGH QUALITY VINYL ON ALUMINIUM SIGN CASE PANELS

The colour of text and background:

SCREEN PRINTED FIVE COLOUR FOILS - CORPORATE LOGO.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

33 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.45 metres

Width:

5.64 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.66 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

1200 centimetres

What materials will the advertisement be made of?:

HIGH QUALITY VINYL ON ALUMINIUM PANELS

The colour of text and background:

FULL COLOUR IMAGE

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

2.45 metres

Width:

5 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.66 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

1200 centimetres

What materials will the advertisement be made of?:

HIGH QUALITY VINYL ON ALUMINIUM PANELS

The colour of text and background:

FULL COLOUR IMAGE

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

2 metres

Width:

0.76 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.05 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

250 centimetres

What materials will the advertisement be made of?:

HIGH QUALITY FIVE COLOUR SCREEN PRINTED VINYL APPLIED TO OUTSIDE SURFACE OF GLAZING

The colour of text and background:

FIVE COLOUR SCREEN PRINTED VINYL

Will the advertisement be illuminated?:

Location of Advertisement(s)

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

☐ Yes

☒ No

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 Existing Aldi Store Elevations: Ac_25_20_88-203.

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

☐ Yes

☒ No

Advertisement(s) Period

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

From Date

23/03/2025

To Date

01/09/2025

Neighbour and Community Consultation

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

☐ Yes

☒ No

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?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

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

- ☐ Yes
☒ No

Interest In the Land

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

- ☒ Yes
☐ 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

Declaration

I/We hereby apply 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 also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

The Harris Partnership

Date

20/03/2025