

**Correspondence address:**

PO Box 10613, Nottingham, NG6 6DW

Telephone: 01462 474000**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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x) Northing (y)

Description

Applicant Details

Name/Company

Title

Miss

First name

Josephine

Surname

Pugh

Company Name

Belle and Beast Emporium

Address

Address line 1

12 The Octagon

Address line 2

Collett Road

Address line 3

Town/City

WARE

County

Country

United Kingdom

Postcode

SG12 7LR

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

With reference to the scale drawing entitled: Front Elevation 47 Leys Avenue, SG6 3EE 15.1.25

- All signage will be within the existing areas of the fascia. No alterations to the fabric of the frontage will be made.
- There will be no signage painted or installed on the brick/masonry areas of the building.
- Signs will be constructed using 12mm exterior Medite Moisture Resistant MDF.
- Signs will be coated in Zinsser Allcoat in RAL 6009, to compliment original green tiling accent on fascia.
- Signs will be secured onto the existing wooden fascia using steel slotted mirror plates and brassed stainless steel fixings.
- Three signs will be secured this way ('Belle and Beast', 'Emporium', and 'Antiques'-'Antiques' situated on the left wall inside the door vestibule). Remaining design (47 and traditional scrollwork) to be painted directly onto the wooden fascia areas using appropriate, removable sign painting enamels.

Scale and Measurements:

1: 17.8 @ A3

Signs:

Landscape format

'Belle and Beast' 262cm x 33cm

'Emporium' 131cm x 27.5cm

Portrait format

'Antiques' 190cm x 36.5cm

Rationale:

We are delighted that the proposed signage has been approved by Louise Sahlke (Heritage and Stewardship officer) on 10.2.25. All signage will be hand painted using traditional methods by a young, professional, local sign writer Linus Hurling. The shop fascia signs will be painted onto boards. These will be applied to the front of the building as detailed, working within the existing panels and framework. Everything will be sized to fit, so that there will be no alteration to the shop front.

The proposed colour scheme is dark green, with red and gold accents in keeping with the existing tiles and overall design of the building and street scene, and with respect to the Letchworth Garden City Heritage Foundation's traditional colours, and those of traditional Victorian and Edwardian signwriting. It has been carefully designed to look like a shop that has always been part of Letchworth and is sensitive to the unique and beautiful exterior of the shop. The shop itself will remain grey, as is currently designated by the landlord (Anthracite grey RAL 7016).

Advertisement Type:

Fascia Sign

Height:

0.275 metres

Width:

1.31 metres

Depth:

0.012 metres

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

2.34 metres

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

0.02 metres

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

10.7 centimetres

What materials will the advertisement be made of?:

12mm exterior Medite Moisture Resistant MDF

The colour of text and background:

'Emporium' Background Fir Green RAL 6009 24CT gold leaf lettering Black RAL 9005 drop shadows

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.33 metres

Width:

2.62 metres

Depth:

0.012 metres

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

2.9 metres

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

0.02 metres

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

24 centimetres

What materials will the advertisement be made of?:

12mm exterior Medite Moisture Resistant MDF

The colour of text and background:

'Belle and Beast' Background Fir Green RAL 6009 24CT gold leaf accents Carmine red RAL 3002 drop shadows (shaded by hand)

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1.9 metres

Width:

0.365 metres

Depth:

0.012 metres

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

29 metres

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

0.02 metres

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

19 centimetres

What materials will the advertisement be made of?:

12mm exterior Medite Moisture Resistant MDF

The colour of text and background:

'Antiques' Background Fir Green RAL 6009 Carmine red RAL 3002 letters 24CT gold leaf accents Black edging RAL 9005

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

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

12/02/2025

To Date

12/02/2030

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

Approved on 10.2.25 by Louise Sahlke (Heritage and Stewardship Officer) at LGCHF.

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

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

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

Josephine Pugh

Date

11/02/2025