



**North  
Herts  
Council**

**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

MS

First name

SPHIE

Surname

DENT

Company Name

GREENE KING

### Address

Address line 1

5 The Green Man

Address line 2

High Street

Address line 3

Town/City

Offley

County

Hertfordshire

Country

Postcode

SG5 3AR

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of 1x post mounted pictorial sign, 2x sign written house name letters, 1x car park sign, 1x single sided post mounted welcome/directionanal sign, 1x small directional sign, and one information panel

**Advertisement Type:**

Other type

**Height:**

2.03 metres

**Width:**

1.05 metres

**Depth:**

0.17 metres

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

2.31 metres

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

0 metres

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

87 centimetres

**What materials will the advertisement be made of?:**

ITEM 01 (Qty 01) CBCN01 Fabricated 120mm2 mild steel SHS post w/standard Ashleigh Signs baseplate and gussets coated RAL 9005 (matt) Featuring: • 20mm PSE timber cladding coated in medium oak stain and Osmo oil (w/5mm foamex packers) • Fabricated 50mm2 mild steel SHS gibbet w/5mm mild steel sleeve, gusset and hanging lugs coated C&B light bronze (RAL 1036 + black) Pictorial Panel: • 2mm alu pictorial panels coated RAL 9003 w/aluminium square trims painted to match DT 52GY 24/050 • Digitally printed watercolour pictorial illustration - clear kiss cut vinyl • Signwritten housename to match RAL 7043 (matt) • Hand painted light bronze coachline details • Steel straps and lugs coated C&B light bronze Footer Panel: • 2mm formed alu panels (BTL) coated RAL 7033 (matt) - notched to allow for lugs • Steel straps and lugs coated C&B light bronze • Signwritten C&B logo to match RAL 9003 (matt) • 3mm formed alu channel coated C&B light bronze (RAL 1036 + black) w/3000k LED strip for uplighting, mounted to base of footer panel • Troughlight extrusion coated C&B light bronze w/3000K LED strip installed for downlighting pictorial panel

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

250 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

2.7 metres

**Depth:**

0.01 metres

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

4.225 metres

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

0 metres

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

29 centimetres

**What materials will the advertisement be made of?:**

ITEM 02A (Qty 01 SET) CBCN05A Signwriting direct to the building substrate Featuring: • Hand painted housename in DT 52GY 24/050 50W 3000K LED floodlight Featuring: • Casings coated RAL 9003 (matt) • Extended brackets

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

250 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

2.7 metres

**Depth:**

0.01 metres

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

5.42 metres

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

0 metres

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

29 centimetres

**What materials will the advertisement be made of?:**

ITEM 02B (Qty 01 SET) CBCN05A Signwriting direct to the building substrate Featuring: • Hand painted housename in DT 52GY 24/050 50W 3000K LED floodlight Featuring: • Casings coated RAL 9003 (matt) • Extended brackets

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

250 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.9 metres

**Width:**

0.9 metres

**Depth:**

0.04 metres

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

0.725 metres

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

0.04 metres

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

5 centimetres

**What materials will the advertisement be made of?:**

ITEM 03 (Qty 01) CBCN10-NS 2mm alu face panel coated RAL 9003 (matt) w/aluminium Tetley trim finished DT 52GY 24/050 (matt)  
Featuring: • Signwritten housename to match RAL 7043 (matt) / secondary content in DT 52GY 24/050 • Hand painted C&B light bronze coachline detail • Alu angle fixings coated NCS S 5010-G30Y

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

2.225 metres

**Width:**

1.5 metres

**Depth:**

0.1 metres

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

0.72 metres

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

0 metres

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

12 centimetres

**What materials will the advertisement be made of?:**

ITEM 04 (Qty 01) WELCOME SIGN - S/SIDED + FOOTER - CBCN04A 100mm mild steel SHS post finished RAL 9005 extended legs for ground planting Featuring: • Fabricated mild steel post cap coated C&B light bronze • Aluminium square trims painted finished RAL 9003 (matt) • New 13mm Foamex panel with V grooves to mimic plank • Signwritten 'Welcome to' wording to match RAL 9003 (matt) • Individual 13mm faomex housename letters coated RAL 9003 (matt) fixed on brass locators • Hand painted light bronze coachline detail • Troughlight extrusion coated C&B light bronze w/3000K LED strip installed for downlighting the panel 2225 mm • Troughlight extrusion coated C&B light bronze w/3000K LED strip installed for downlighting the panel FOOTER PANEL • 2mm formed alu panels (BTL) coated RAL 7033 (matt) - notched to allow for lugs • Steel straps and lugs coated C&B light bronze • Signwritten car park directional to match RAL 9003 (matt)

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Externally

**Illuminance levels:**

250 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.4 metres

**Width:**

0.4 metres

**Depth:**

0.04 metres

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

1.02 metres

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

0.04 metres

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

4 centimetres

**What materials will the advertisement be made of?:**

ITEM 05 (Qty 01) CBCN10-NS 2mm alu face panel coated RAL 9003 (matt) w/aluminium Tetley trim finished DT 52GY 24/050 (matt)  
Featuring: • Signwritten housename to match RAL 7043 (matt) / secondary content in DT 52GY 24/050 • Hand painted C&B light bronze coachline detail • Alu angle fixings coated NCS S 5010-G30Y

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.5 metres

**Width:**

0.5 metres

**Depth:**

0.01 metres

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

1.02 metres

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

0.002 metres

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

4 centimetres

**What materials will the advertisement be made of?:**

ITEM 06 (Qty 01) CBCN08Z 2mm flat alu panel coated NCS S 5010-G30Y (matt) Featuring: • Aluminium small Tetley trim finished RAL 9003 (matt) • Signwritten notice to match RAL 9003 (matt)

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Please describe each of the 'Other type(s)' of advertising proposed

Item 01 One post mounted pictorial sign with footer panel

Item 04 One single sided post mounted welcome/directional sign

## 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)

proposed and existing scaled elevations  
proposed and existing photographs

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

13/03/2026

To Date

13/03/2031

## 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

Gillian Shepley

Date

15/03/2026