



**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

Mr

First name

Paul

Surname

Callis

Company Name

Address

Address line 1

Ascot Industrial Estate Icknield Way

Address line 2

Address line 3

Town/City

Letchworth Garden City

County

Hertfordshire

Country

Postcode

SG6 1TD

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

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)

Sign 1: Dacia Fascia. Sign 2: Dacia Fascia. Sign 3: Renault Mesh Fascia. Sign 4: Renault Mesh Fascia. Sign 5: Double Sided Dacia Totem. Sign 6: Double Sided Renault Totem. Sign 7: Directional Sign. Sign 8: Flag Signs. Sign 9: Poster Unit. Sign 10: Test Drive Mast. Sign 11: Customer Promise Panel. Sign 12: Renew Flag Signs. Sign 13: Renew Arch.

Advertisement Type:

Fascia Sign

Height:

7.9 metres

Width:

14.4 metres

Depth:

0.15 metres

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

5.05 metres

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

0.15 metres

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

60 centimetres

What materials will the advertisement be made of?:

White ACM Cladding back panels with Green ACM border & legs. Built up acrylic letters green to white, internally illuminated by white LEDS.

The colour of text and background:

White background with a green border and letters

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

7.9 metres

Width:

8.8 metres

Depth:

0.15 metres

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

5.05 metres

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

0.15 metres

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

60 centimetres

What materials will the advertisement be made of?:

White ACM Cladding back panels with Green ACM border & legs. Built up acrylic letters green to white, internally illuminated by white LEDS.

The colour of text and background:

White background with a green border and letters

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.7 metres

Width:

12.3 metres

Depth:

0.145 metres

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

5.35 metres

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

0.145 metres

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

200 centimetres

What materials will the advertisement be made of?:

1: Aluminium mesh with an aluminium back tray. Acrylic letters & emblem, which are internally illuminated by Leds

The colour of text and background:

White Text on a dark grey background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.7 metres

Width:

16.2 metres

Depth:

0.145 metres

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

5.35 metres

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

0.145 metres

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

2000 centimetres

What materials will the advertisement be made of?:

Aluminium mesh with an aluminium back tray. Acrylic letters & emblem, which are internally illuminated by Leds

The colour of text and background:

White Text on a dark grey background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.765 metres

Depth:

0.34 metres

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

0 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?:

35 centimetres

What materials will the advertisement be made of?:

acm Face panels with illuminated acrylic logos. Fitting onto a mild steel sub frame. Logo only to illuminate. Totem is fitted into a ground base.

The colour of text and background:

Green & a wood effect backgrounds, with white logos.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.4 metres

Depth:

0.306 metres

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

0 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?:

0 centimetres

What materials will the advertisement be made of?:

Extruded aluminium sign case signs with a rigid polyester face, internally illuminated by LEDS. Sign fitting onto a concrete base.

The colour of text and background:

Black & White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.1 metres

Width:

1.4 metres

Depth:

0.15 metres

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

0 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?:

13 centimetres

What materials will the advertisement be made of?:

acm Face panels. Fitting onto a mild steel sub frame. Frame is fitted into a ground base.

The colour of text and background:

White Background, black text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6 metres

Width:

1.5 metres

Depth:

0.1 metres

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

6 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?:

50 centimetres

What materials will the advertisement be made of?:

1 set of 3 GRP 12M High flagpoles with knitted polyester 6M Flags

The colour of text and background:

Various colours

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.65 metres

Width:

1.35 metres

Depth:

0.2 metres

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

0 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?:

0 centimetres

What materials will the advertisement be made of?:

Freestanding aluminium poster unit concreted into the ground, with an acrylic clear face panel & an interchangeable poster

The colour of text and background:

Various colour posters & black surround on the poster unit.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

3 metres

Width:

0.4 metres

Depth:

0.2 metres

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

0 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?:

20 centimetres

What materials will the advertisement be made of?:

Mild steel sub frame with ACM face panels with acrylic letters. Internally illuminated by white

The colour of text and background:

White background, grey text.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.1 metres

Width:

0.8 metres

Depth:

0.1 metres

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

0 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?:

12.5 centimetres

What materials will the advertisement be made of?:

Mild steel sub frame with ACM face panels with vinyl letters.

The colour of text and background:

White background and black text

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2 metres

Width:

0.93 metres

Depth:

0.1 metres

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

0 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?:

35 centimetres

What materials will the advertisement be made of?:

4M High flagpoles with knitted polyester 2M Flags

The colour of text and background:

Various colours

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

4.3 metres

Width:

6.5 metres

Depth:

0.5 metres

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

0 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?:

45 centimetres

What materials will the advertisement be made of?:

Mild steel sub frame with ACM face panels with acrylic letters. Internally illuminated by white LEDs

The colour of text and background:

Black background and white letters

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

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

Sign 5: Double Sided Dacia Totem. Sign 6: Double Sided Renault Totem. Sign 7: Directional Sign. Sign 8: Flag Signs. Sign 9: Poster Unit. Sign 10: Test Drive Mast. Sign 11: Customer Promise Panel. Sign 12: Renew Flag Signs. Sign 13: Renew Arch.

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)

Photos showing elevations with existing signage:

Elevation A - Sign 1

Elevation B - Signs 2 & 3

Elevation c - Sign 4

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

01/04/2025

To Date

01/04/2030

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

Jonathon Peasley

Date

13/03/2025