

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

Asim

Surname

Shahzad

Company Name

Phone World LTD

Address

Address line 1

26 High Street

Address line 2

Address line 3

Town/City

Hitchin

County

Hertfordshire

Country

Postcode

SG5 1AT

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposal is for the installation of one externally mounted fascia sign displaying the business name "Phone World". The sign will replace the existing unauthorised signage with a simple, high-quality, traditionally designed fascia sign appropriate for the character of the Listed Building and the surrounding Conservation Area. The advertisement is intended solely to identify the business premises and will not include any digital displays, moving elements, flashing lights or illuminated projections. The proposed sign is non-illuminated and has been designed to be simple, sympathetic and proportionate to the building's historic character.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Fascia Sign

Height:

5.74 metres

Width:

1.092 metres

Depth:

0.2 metres

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

2 metres

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

0.05 metres

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

30 centimetres

What materials will the advertisement be made of?:

Powder-coated aluminium tray sign with raised acrylic lettering and logo non-illuminated

The colour of text and background:

Red and white Text on Dark Grey background

Will the advertisement be illuminated?:

Location of Advertisement(s)

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

☒ Yes

☐ No

If Yes, please provide details

This is a retrospective application for the existing fascia sign already installed at the property. The previous signage has been replaced with a simple, non-illuminated fascia sign displaying the business name "Phone World". The replacement sign was installed following a pre-application site visit and advice from North Hertfordshire District Council, during which guidance was provided on what would be acceptable for the Listed Building. The sign has been designed and installed in accordance with that advice, using a simple and sympathetic design intended to preserve the character and appearance of the Listed Building and the surrounding Conservation Area. No digital displays, moving elements or other advertisements are proposed.

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)

Photographic evidence of the existing fascia sign has previously been submitted to North Hertfordshire District Council as part of Enforcement Case Reference 25/00182/1ENF. The site has also been inspected by a Council Officer. The existing signage is shown in the photographs submitted under that reference.

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

27/07/2026

To Date

27/07/2030

Neighbour and Community Consultation

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

- ☒ Yes
- ☐ No

If Yes, please provide details

no one seem to have any issues with it. Most signs on high street are same anyway.

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

25/03122/PRELB

Date (must be pre-application submission)

31/03/2026

Details of the pre-application advice received

Pre-application advice was sought from North Hertfordshire District Council before the replacement signage was installed. A Planning Officer attended the property and provided on-site guidance regarding signage that would be appropriate for the Listed Building. Following this advice, the previous signage was removed and replaced with a simple, non-illuminated fascia sign designed to be sympathetic to the character of the building and the Conservation Area. This application is submitted to regularise the existing sign in accordance with that pre-application advice.

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

Asim Shahzad

Date

03/08/2026