



**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

Endeavour Automotive Ltd

Address Line 1

Norton Way N

Address Line 2

Address Line 3

Town/city

Letchworth Garden City

Postcode

SG6 1BP

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

Easting (x)

522212

Northing (y)

233299

Description

Building is behind the Petrol Esso Garage on Norton Way N road. Formally Letchworth Autoway centre.

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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

Miss

First name

Katie

Surname

Churchill

Company Name

Merson Signs Ltd

Address

Address line 1

2 Young Place

Address line 2

Nerston Industrial Estate

Address line 3

East Kilbride

Town/City

Glasgow

County

Country

United Kingdom

Postcode

G75 0TD

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Site Signage as below:

Sign A- 3.6m Wall Mounted Monolith

Sign B- Built up Letters

Sign C- Opening Hours

Sign D- Directional Totem

Sign E- Single Leg Parking Sign- 'P' Logo- x4

Sign F- Single Leg Parking Sign- 'Parent & Child' Logo- x2

Sign G- Double Leg Parking Sign- 'Demonstrator' - x4

Sign H- Flag pole 6m- x3

Sign I-Selekt Comms panel

Sign J- Selekt Totem

Sign K- 8m Selekt Wall

Sign L- 6m Entrance Portal

Advertisement Type:

Fascia Sign

Height:

2.436 metres

Width:

3.6 metres

Depth:

0.125 metres

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

0.911 metres

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

0.125 metres

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

22.3 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign A

The colour of text and background:

Please see Drawing document Sign A

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.378 metres

Width:

1.189 metres

Depth:

0.013 metres

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

1.1 metres

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

0.013 metres

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

0.378 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign B

The colour of text and background:

Please see Drawing document Sign B

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.4 metres

Width:

0.6 metres

Depth:

0.01 metres

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

1.1 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?:

2 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign C

The colour of text and background:

Please see Drawing document Sign C

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

Other type

Height:

2 metres

Width:

1.33 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?:

9.5 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign D

The colour of text and background:

Please see Drawing document Sign D

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.5 metres

Width:

0.234 metres

Depth:

0.08 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?:

Please see Drawing document Sign E

The colour of text and background:

Please see Drawing document Sign E

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

Other type

Height:

1.5 metres

Width:

0.234 metres

Depth:

0.08 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?:

Please see Drawing document Sign F

The colour of text and background:

Please see Drawing document Sign F

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

Other type

Height:

1.5 metres

Width:

1.165 metres

Depth:

0.12 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?:

10 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign G

The colour of text and background:

Please see Drawing document Sign G

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

6 metres

Width:

1.1 metres

Depth:

0.12 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?:

Please see Drawing document Sign H

The colour of text and background:

Please see Drawing document Sign H

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.12 metres

Width:

1.038 metres

Depth:

0.6 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?:

10 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign I

The colour of text and background:

Please see Drawing document Sign I

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.82 metres

Width:

0.488 metres

Depth:

0.45 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?:

5 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign J

The colour of text and background:

Please see Drawing document Sign J

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.5 metres

Width:

8 metres

Depth:

0.268 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?:

15 centimetres

What materials will the advertisement be made of?:

Please see Drawing document Sign K

The colour of text and background:

Please see Drawing document Sign K

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.427 metres

Width:

6 metres

Depth:

0.8 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?:

Please see Drawing document Sign L

The colour of text and background:

Please see Drawing document Sign L

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

500 cd/m²

Will the illumination be static or intermittent?:

Static

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

Please see drawing document for more information

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

11/12/2025

To Date

31/12/2030

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

Katie Churchill

Date

11/12/2025