



**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

Sign A: No 34 High Street Royston SG8 9JL co-ordinates: E535635, N240594

Sign B: No 10a Angel Pavement Royston SG8 9AS co-ordinates: E535690, N240516

Applicant Details

Name/Company

Title

Mr.

First name

Paul

Surname

Brown

Company Name

Royston First BID Co Ltd,

Address

Address line 1

Royston Town Hall,

Address line 2

Melbourn Street

Address line 3

Town/City

Royston

County

Country

Postcode

SG8 7DA

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Ms.

First name

Daniela

Surname

Muscat

Company Name

DaltonMuscat Architects

Address

Address line 1

75A Histon Road

Address line 2

Address line 3

Town/City

Cambridge

County

Country

Postcode

CB4 3JD

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 nr. free standing digital signs on Angel Pavement and High Street, Royston

Advertisement Type:

Other type

Height:

2.66 metres

Width:

0.93 metres

Depth:

0.175 metres

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

0.65 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?:

Aluminium and glass. Refer to Signage Details document.

The colour of text and background:

Varies. Refer to the Advertisement Statement Appendix 2 - Typical Digital Posters

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

2500 cd/m²

Will the illumination be static or intermittent?:

Intermittent

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

2No. identical single sided digital totem signs comprising an interactive digital screen on the front. The signs will be erected in close proximity to external walls and therefore the back will not be accessible and will be blank.

The proposed totems signs have a fabricated aluminium support structure consisting of 2 x175mm C-section posts fixed to the ground, internal framework and back to back folded aluminium casing to house the digital screen. The screen incorporates anti-reflective glass.

Please refer to R001 0501 Advertisement Statement, Signage Details and drawings R001 001 Existing Proposed Plans Sections.

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)

Please refer to Fig. 4 and 5 documented in the Heritage Statement showing the existing wall mounted static signs which are proposed to be replaced by the proposed digital signage.

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

01/03/2025

To Date

01/01/2200

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

Proposed digital totem sign details presented in the Royston First business plan which was voted with 87% of local businesses in favour. The applicant also has a number of letters of recommendation. Please refer to Appendix 1 in the Advertisement Statement.

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

Daniela Muscat

Date

17/02/2025