



**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

Emil Dale Academy (Formerly The Old Grammar School)

Address Line 1

Broadway

Address Line 2

Address Line 3

Town/city

Letchworth Garden City

Postcode

SG6 3PA

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

Easting (x)

521549

Northing (y)

232341

Description

Applicant Details

Name/Company

Title

Miss

First name

Beatrice

Surname

Pryor

Company Name

Email Dale Academy

Address

Address line 1

Email Dale Academy (Formerly The Old Grammar School) Broadway

Address line 2

Address line 3

SG4 0TP

Town/City

Letchworth Garden City

County

Country

United Kingdom

Postcode

SG6 3PA

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The signage includes two signs placed on the newly constructed front walls and one sign positioned above the main entrance. These signs are essential for our operations as they serve the following purposes:

Visibility: The signage allows visitors and customers to easily locate our premises, enhancing accessibility and improving the overall customer experience.

Identification: The signs play a critical role in representing our business identity, ensuring that our presence is clearly communicated within the local area.

Safety and Navigation: The clear and visible placement of the signage aids in directing both pedestrian and vehicular traffic, contributing to a safer environment around the property.

Advertisement Type:

Fascia Sign

Height:

0.65 metres

Width:

242 metres

Depth:

0.1 metres

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

3 metres

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

20 metres

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

0.3 centimetres

What materials will the advertisement be made of?:

Materials :- Aluminium and Acrylic Finish :- Black Vinyl and Silver Brushed Aluminium vinyl

The colour of text and background:

white text black background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

95.5 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.3 metres

Width:

0.5 metres

Depth:

0.02 metres

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

0.5 metres

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

10 metres

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

0.3 centimetres

What materials will the advertisement be made of?:

Aluminium and Acrylic

The colour of text and background:

Silver

Will the advertisement be illuminated?:

Location of Advertisement(s)

Location of Advertisement(s)

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

- ☒ Yes
☐ No

If Yes, please provide details

it is on the front of the building, above the front door and on the walls by the end of the entrance path.

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)

we have not covered any existing 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

19/09/2024

To Date

31/01/2124

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

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

Date (must be pre-application submission)

13/08/2024

Details of the pre-application advice received

we were advised that we would need possible advertisement consent dependant in the size

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

Beatrice Pryor

Date

16/12/2024