



**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

Haaroon

Surname

Nasir

Company Name

Holland & Barrett

### Address

Address line 1

Samuel Ryder House

Address line 2

Barling Way

Address line 3

Town/City

Nuneaton

County

Country

Postcode

CV10 7RH

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)

**Advertisement Type:**

Fascia Sign

**Height:**

0.96 metres

**Width:**

5.025 metres

**Depth:**

0.02 metres

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

2.15 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?:**

45 centimetres

**What materials will the advertisement be made of?:**

Aluminium Stainless Steel Opal 050 Acrylic Foam Backing

**The colour of text and background:**

Signal White R:255 G:255 B:255 C:0 M:0 Y:0 K:0 H&B Dark Green Pantone 561c C:84 M:20 Y:58 K:54 H&B Light Green Pantone 2292c C:48 M:00 Y:92 K:00

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

3002 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.6 metres

**Width:**

0.6 metres

**Depth:**

0.1 metres

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

2.3 metres

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

0.7 metres

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

17 centimetres

**What materials will the advertisement be made of?:**

Aluminium Opal 050 Acrylic Vinyl

**The colour of text and background:**

Signal White R:255 G:255 B:255 C:0 M:0 Y:0 K:0 H&B Dark Green Pantone 561c C:84 M:20 Y:58 K:54 H&B Light Green Pantone 2292c C:48 M:00 Y:92 K:00

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**300 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Static

**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 see document 'Hitchin(4267) External Installations - Revision 2.pdf'

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

17/01/2025

To Date

17/01/2035

**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

If Other has been selected, please provide contact details:

Title

\*\*\*\*\* REDACTED \*\*\*\*\*

First name

\*\*\*\*\* REDACTED \*\*\*\*\*

Surname

\*\*\*\*\* REDACTED \*\*\*\*\*

Phone Number

\*\*\*\*\* REDACTED \*\*\*\*\*

Email

\*\*\*\*\* REDACTED \*\*\*\*\*

## 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

Haaroon Nasir

Date

11/10/2024