



**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

Ms

First name

Malgorzata

Surname

Demetriou

Company Name

Hitchin Advertising

Address

Address line 1

6 Station Terrace

Address line 2

Address line 3

hitchin

Town/City

Hitchin

County

Country

United Kingdom

Postcode

SG4 9UN

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Built to measure board (approx 2.43m high and 3.65 m wide) to cover the overgrown area instead of usual fence. Half of the board has a sign about the Hitchin Advertising whilst the other has a personal message, The idea of the board was to use it instead of a fence and inform of following billboards on the land (5 in total on the land for over ten years)

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

Advertisement Type:

Hoarding

Height:

2.4 metres

Width:

3.65 metres

Depth:

0.1 metres

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

0.1 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?:

50 centimetres

What materials will the advertisement be made of?:

wood and vinyl. It is built as a fence

The colour of text and background:

wood painted black colour

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

built in August 2023 (see invoice attached)

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)

Board already in a position since August 2023
photograph to be attached

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

03/08/2023

To Date

03/08/2033

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

I have contacted Hitchin BID office and met with Tom Hardy, Town Centre manager on two occasions and his colleague. Tracy Hunt who is responsible for developing campaigns aimed at promoting the town centre attractions. I wanted their opinion how I can make the site of my land more appealing as it was in a part of the town seen by many people who travel to Letchworth and Baldock and use train station.

Tom Hardy has agreed that it would be useful to advertise on the site (not advertised currently), but the cost was too much for the BID in the past. Tracy stated that even if put a small board next to the neighbours fence (the proposed board and subject to this application), she will not use it as this was not a good position for advertisement being only visible for passers by and being obstructed by a railings. she did not think that it would be of any interest to anyone as an advertisement board. Both agreed that a small board would be more attractive then an old fence which it was with people throwing rubbish behind.

We have agreed that once I tidy up the site and approach businesses, there might be a possibility that Hitchin BID will advertise HITCHIN and its attractions in the future, but on the large billboards. We have made few visual examples.

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

Malgorzata Demetriou

Date

13/10/2024

Amendments Summary

Changes made to include:

- consultation with the community
- plan of location does not include any buildings, only hoardings by the street
- the board, which is a subject to this application has been on site for 14 months and has NOT generated any income, as it was NOT built as an advertising hoarding due to its small size and poor location
- the applicant is the landowner who wanted to improve the site by putting an interested, custom made board instead of a fence