



**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

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

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

- 1no. Internally illuminated fascia sign;
- 1no. Non-illuminated 'Welcome message' sign;
- 1no. Non-illuminated 'ATM Surround' sign; and
- 1no. Non-illuminated 'ATM CCTV Disclaimer' sign.

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

6.72 metres

**Depth:**

0.018 metres

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

3.065 metres

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

0.018 metres

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

50 centimetres

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

Aluminum Face Panel Acrylic text applied to white vinyl

**The colour of text and background:**

White and orange text Plum colour background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

375 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.295 metres

**Width:**

0.21 metres

**Depth:**

0.01 metres

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

0.75 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?:**

0.09 centimetres

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

Externally applied vinyl

**The colour of text and background:**

Background - yellow Text - black

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

1.525 metres

**Width:**

0.935 metres

**Depth:**

0.01 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?:**

9 centimetres

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

Externally applied Dibond ATM shroud panel

**The colour of text and background:**

Background - orange Text - white

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.675 metres

**Width:**

0.375 metres

**Depth:**

0.01 metres

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

0.865 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?:**

Internally applied vinyl

**The colour of text and background:**

Background - orange, black and red Text - white

**Will the advertisement be illuminated?:**

## 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

17/07/2025

To Date

17/07/2030

## 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 Forbes

Date

22/04/2025