NORTH HERTFORDSHIRE DISTRICT COUNCIL

*Correspondence address:*
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# Application for consent to display an advertisement(s).
# Town and Country Planning (Control of Advertisement) Regulations 2007

**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.

## 1. Applicant Name, Address and Contact Details

| | | | | | |
|---|---|---|---|---|---|
| Title: | | First Name: | | Surname: | EI GROUP |
| Company name: | | | | | |
| Street address: | 3 Monkspath Hall Road | | | | |
| | | | Telephone number: | | |
| | Shirley | | Mobile number: | | |
| Town/City: | Solihull | | Fax number: | | |
| Country: | | | Email address: | | |
| Postcode: | B90 4SJ | | | | |

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

## 2. Agent Name, Address and Contact Details

| | | | | | |
|---|---|---|---|---|---|
| Title: | Mr | First Name: | PAUL | Surname: | BREARLEY |
| Company name: | S R Signs | | | | |
| Street address: | S R SIGNS | | | | |
| | WORTLEY MOOR LANE | | Telephone number: | | 01132798266 |
| | | | Mobile number: | | |
| Town/City: | LEEDS | | Fax number: | | |
| Country: | | | Email address: | | |
| Postcode: | LS12 4HX | | | | paul@sr-signs.co.uk |

## 3. Site Address Details

Full postal address of the site (including full postcode where available)

House: | Suffix:

House name: The Bucks Head

Street address: Stevenage Road

Town/City: LITTLE WYMONDLEY

Postcode: SG4 7HY

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 521455

Northing: 227406

Description:

## 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

## 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

## 6. Authority Employee/Member

With respect to the Authority, I am:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you? ○ Yes ◉ No

## 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

SIGN A: 2 x FASCIA'S WITH INDIVIDUAL LETTERS AND TROUGH LIGHTS
SIGN B: 1 x NEW DOUBLE SIDED PICTORIAL TO EXISTING BRACKET, NEW LINOLITES
SIGN C: 1 x NEW GABLE BOARD WITH APPLIED VINYL TEXT
SIGN D: 2 x NEW CHALK BOARDS
SIGN E: OMITTED
SIGN F: 1 x NEW DOUBLE SIDED SIGN TO EXISTING POSTS
SIGN G: 3 x NEW DISCLAIMERS
SIGN H: 3 x NEW COPPER LANTERNS
SIGN I: RETAIN 4 x FLOODS TO FRONT AND 3 x NEW FLOODS TO SIDE AND REAR
SIGN J: 1 x NEW BEER GARDEN SIGN

How many of the following type of advertisements are you applying for?

Fascia sign(s) 2 | Projecting or hanging sign(s) 1 | Hoarding(s) 5 | Other 2

Please describe:

SIGN H: 3 x NEW COPPER LANTERNS
SIGN I: RETAIN 4 x FLOODS TO FRONT AND 3 x NEW FLOODS TO SIDE AND REAR

## 8. 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).

SEE EXISTING PHOTOS

Will the proposed advertisement(s) project over a footpath or other public highway? ○ Yes ◉ No

## 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: 02/03/2018 To: 02/03/2023

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ◉ Yes ○ No

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.20 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 0.55 x Width: 4.80 x Depth: 0.03 metres

What materials will the sign be made of?

ALUMINIUM WITH PERSPEX LETTERS

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

RAL 7035 SIGNS WITH BLACK TEXT

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ○ Internally ◉ Externally

Illuminance Levels: 200.00 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.30 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 1.50 x Width: 2.80 x Depth: 0.04 metres

What materials will the sign be made of?

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

RAL 7035 PANEL WITH BLACK TEXT

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 200.00 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

## 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.70 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.06 m

What are the dimensions of the proposed advertisement? Height: 1.20 x Width: 0.90 x Depth: 0.06 metres

What materials will the sign be made of?

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 100 cm

The colour of text and background:

RAL 7035 PANELS WITH BLACK TEXT AND COLOUR LOGO

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 200.00 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? 0.60 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 1.80 x Width: 0.80 x Depth: 0.03 metres

What materials will the sign be made of?

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm

The colour of text and background:

RAL 7035 FRAMES WITH CHALK BOARD

Will the sign be illuminated? ( ) Yes (•) No

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? 0.80 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 1.80 x Width: 0.80 x Depth: 0.03 metres

What materials will the sign be made of?

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm

The colour of text and background:

RAL 7035 FRAMES WITH CHALK BOARD

Will the sign be illuminated? ○ Yes ◉ No

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? 1.20 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.05 m

What are the dimensions of the proposed advertisement? Height: 1.00 x Width: 1.80 x Depth: 0.05 metres

What materials will the sign be made of?

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 15 cm

The colour of text and background:

RAL 7035 PANELS WITH BLACK TEXT

Will the sign be illuminated? ○ Yes ◉ No

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? 1.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.05 m

What are the dimensions of the proposed advertisement? Height: 0.50 x Width: 0.50 x Depth: 0.05 metres

What materials will the sign be made of?

ALUMINIUM FOLDED TRAY

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm

The colour of text and background:

RAL 7035 PANELS WITH BLACK TEXT

Will the sign be illuminated? ○ Yes ◉ No

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 0.25 x Width: 1.00 x Depth: 0.03 metres

What materials will the sign be made of?

ALUMINIUM

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm

The colour of text and background:

RAL 7035 PANEL WITH BLACK TEXT

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

Will the sign be illuminated? ○ Yes ◉ No

## 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.40 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.25 m

What are the dimensions of the proposed advertisement? Height: 0.58 x Width: 0.25 x Depth: 0.25 metres

What materials will the sign be made of?

CAST ALUMINIUM LANTERN

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 200.00 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

## 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 5.20 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.23 m

What are the dimensions of the proposed advertisement? Height: 0.14 x Width: 0.18 x Depth: 0.23 metres

What materials will the sign be made of?

LED FLOOD

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

led flood light

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 200.00 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

## 12. 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? (Please select only one)

◉ The agent ○ The applicant ○ Other person

## 13. Declaration

I/we hereby apply for planning permission/consent as described in this form 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.

☑ Date 02/03/2018