



**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

Chris

Surname

Williams

Company Name

Sport & Leisure Management Ltd

Address

Address line 1

2 Watling Drive

Address line 2

Sketchley Meadows

Address line 3

Town/City

Hinckley

County

Leicestershire

Country

United Kingdom

Postcode

LE10 3EY

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

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)

Sport & Leisure Management Ltd (SLM) has recently taken over the management of running the North Herts Leisure Centre (from 1st April 2024). To help promote their activities within the leisure centre, SLM are looking to replace the existing banner frame on grass verge near the large roundabout that holds promotional banners with a new more modern and sturdy banner frame as well as replace the existing brick structure that currently indicates the leisure centre name though not in the most modern way possible. For this more contemporary sign proposed, SLM are looking to replace the brick structure, they would like to make use of a metal V-Sign that will be much more visible for traffic passing on all directions on this main roundabout.

At the same time as SLM install the new promotional banner frame along with the V-Sign, they would also like to remove this current brick structure that holds the current site name and level the ground area to the same level as the grass area surrounding this current brick structure.

Advertisement Type:

Other type

Height:

2 metres

Width:

3.1 metres

Depth:

0.1 metres

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

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?:

0 centimetres

What materials will the advertisement be made of?:

100mm sq oak wood frame structure, planed and treated to withstand external weather conditions and insect damage. Eyebolt and corner brackets installed to suitably hold the horizontal upright in place, allowing for promotional banners to be easily interchanged.

The colour of text and background:

Oak wood frame

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.4 metres

Width:

4.5 metres

Depth:

0.1 metres

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

0.9 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?:

16 centimetres

What materials will the advertisement be made of?:

Metal frame - Powdercoated aluminium sign trays, oxidised before being powdercoated. Legs - 100mm square painted black posts that allow for the sign trays to connect together and sit raised off the ground to suitable height. Vinyl Decals - External grade self adhesive vinyl applied to the road facing sign trays per side of the V-Sign. With external grade matt lamination applied to each printed face. Printed from UV inks, light fast and suitable for its external application.

The colour of text and background:

Text - White Background - Predominantly Red, with a white strip across bottom of the artwork.

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Wood Frame to hold promotional banners securely & professionally

Roadside V-Sign postreted into ground to help promote the leisure centre name and facility offering

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 all details indicating each elevation as well as photocoms clearly showing intended locations within document titled - North Herts LC_Roadside Signage Planning Application that is uploaded with this application.

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

30/09/2024

To Date

01/09/2034

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

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

Bruce Edwards

Date

02/09/2024

