



Willow House, Mareham Rd, Horncastle, Lincolnshire, LN9 6PH

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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)

ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING

SIGN A - ONE X NEW POST MOUNTED PICTORIAL TO NEW POST AND GIBBET WITH NEW LINOLITES TO ILLUMINATE

SIGN B - TWO X NEW AMENITY SIGNS FIXED BACK TO BACK COMPLETE WITH A2 POSTER CASES

SIGN C - TWO X NEW SETS OF INDIVIDUAL HOUSENAME LETTERS/LOGOS TO GABLES

SIGN D - OMITTED

SIGN E - ONE X NEW NAMEBOARD COMPLETE WITH INDIVIDUAL HOUSENAME LETTERS AND TROUGH LIGHT TO ILLUMINATE

SIGN F - ONE X NEW AMENITY SIGN

SIGN G - FIVE X NEW SETS OF WINDOW DECALS

SIGN H - NINE X NEW LED FLOODLIGHTS

SIGN I - ONE X NEW PORTLAND LANTERN

SIGN J - ONE X NEW TRANSOM PANEL

SIGN K - ONE X NEW SIGN WRITTEN LOGO

Advertisement Type:

Projecting or Hanging Sign

Height:

1.1 metres

Width:

0.8 metres

Depth:

0.05 metres

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

3 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?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND VINYL TEXT FIXED TO NEW POST AND GIBBET AND ILLUMINATED BY NEW LINOLITES

The colour of text and background:

F&B GREEN SMOKE BACKGROUND WITH DH OCHRE WHITE AND GOLD VINYL TEXT AND LOGO

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.1 metres

Width:

0.7 metres

Depth:

0.03 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?:

15 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND VINYL TEXT WITH A2 POSTER CASE ATTACHED 2X FIXED BACK TO BACK ON TO POST

The colour of text and background:

F&B GREEN SMOKE BACKGROUND WITH DH OCHRE WHITE AND GOLD VINYL TEXT AND LOGO

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

1.95 metres

Width:

2.82 metres

Depth:

0.03 metres

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

3.5 metres

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

0.03 metres

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

100 centimetres

What materials will the advertisement be made of?:

INDIVIDUAL BUILT UP LETTERS WITH FRET CUT LOGO APLLIED DIRECLTY TO BUILDING

The colour of text and background:

GOLD FINISH LETTERS AND DH OCHRE WHITE FRET LOGO APPLIED DIRECTLY TO BUILDING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.3 metres

Width:

3.1 metres

Depth:

0.03 metres

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

3 metres

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

0.03 metres

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

50 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND COMPLETE WITH INDIVIDUAL PERSPEX BUILT UP LETTERS

The colour of text and background:

F&B GREEN SMOKE BACKGROUND WITH GOLD INDIVIDIAUL LETTERS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.1 metres

Width:

0.7 metres

Depth:

0.03 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?:

0.03 metres

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

10 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND VINYL TEXT

The colour of text and background:

F&B GREEN SMOKE BACKGROUND EITH DH OCHRE WHIT AND GOLD VINYL TEXT

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.5 metres

Width:

0.7 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 metres

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

25 centimetres

What materials will the advertisement be made of?:

FROSTED VINYL WINDOW DECAL

The colour of text and background:

FROSTED VINYL

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.51 metres

Width:

0.38 metres

Depth:

0.01 metres

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

1.25 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?:

FROSTED VINYL WINDOW DECAL

The colour of text and background:

FROSTED VINYL

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.225 metres

Width:

0.38 metres

Depth:

0.01 metres

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

1.25 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?:

FROSTED VINYL WINDOW DECAL

The colour of text and background:

FROSTED VINYL

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.235 metres

Width:

0.238 metres

Depth:

0.038 metres

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

4 metres

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

0.235 metres

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

0 centimetres

What materials will the advertisement be made of?:

BLACK LED FLOODLIGHT X 9

The colour of text and background:

BLACK

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.58 metres

Width:

0.3 metres

Depth:

0.3 metres

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

2.5 metres

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

0.3 metres

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

0 centimetres

What materials will the advertisement be made of?:

DIE CAST ALUMINIUM LANTERN

The colour of text and background:

BLACK FINISH

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

0.2 metres

Width:

1 metres

Depth:

0.01 metres

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

2 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?:

10 centimetres

What materials will the advertisement be made of?:

ALUMINIUM FACE PANEL WITH VINYL TEXT

The colour of text and background:

F&B GREEN SMOKE BACKGROUND WITH DH OCHRE WHITE LETTERING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

0.2 metres

Width:

1.5 metres

Depth:

0.01 metres

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

2.75 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?:

20 centimetres

What materials will the advertisement be made of?:

SIGN WRITTEN TEXT TO EXISTING PANEL

The colour of text and background:

F&B GREEN SMOKE BACKGROUND WITH DH OCHRE WHITE SIGNWRITING

Will the advertisement be illuminated?:

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

5 X NEW SETS OF WINDOW DECALS
9 X NEW LED FLOODLIGHTS
1 X NEW LANTERN

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 ATTACHED EXISTING AND PROPOSED

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

30/10/2023

To Date

30/10/2028

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

VICTORIA JACKSON

Date

02/11/2023