



**WATFORD
BOROUGH
COUNCIL**

Place Shaping and Corporate Performance - Development Control

Town Hall, Watford, WD17 3EX
Email: developmentcontrol@watford.gov.uk
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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)

- Replace 1no. Projecting signage with new 500mm.
- Replace 1no. fascia and logo with new blue fascia and 290mm logo height.
- Replace safety manifestations with new.
- Replace 2no. ATM surrounds and decals with new.
- Replace 1no. Statutory signage with new.

Advertisement Type:

Projecting or Hanging Sign

Height:

0.5 metres

Width:

0.5 metres

Depth:

0.086 metres

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

2.737 metres

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

0.086 metres

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

30 centimetres

What materials will the advertisement be made of?:

'Logo' face as acrylic finished to match red PMS 032c and aluminium background finished to match blue PMS 282c with red acrylic edge and metal bracket

The colour of text and background:

Core Red & Core Blue

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.29 metres

Width:

2.181 metres

Depth:

0.065 metres

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

2.585 metres

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

0.065 metres

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

29 centimetres

What materials will the advertisement be made of?:

'Logo' face as perspex 440 Red acrylic with returns finished to match PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white. Formed aluminium fascia sign with returns finished Matt blue (RAL 5022).

The colour of text and background:

Core Red, Core Blue & White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.53 metres

Width:

0.852 metres

Depth:

0.042 metres

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

0.478 metres

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

0.042 metres

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

7 centimetres

What materials will the advertisement be made of?:

Acrylic finished to match blue PMS 282c with aluminium frame finished Matt blue (RAL 5022). 'Logo' face as acrylic finished to match red PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white.

The colour of text and background:

Core Red, Core Blue & White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.05 metres

Width:

0.05 metres

Depth:

0.01 metres

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

0.85 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?:

5 centimetres

What materials will the advertisement be made of?:

Frosted vinyl internally applied to the window in 3M Crystal 7725SE-314 Dusted White

The colour of text and background:

Dusted White against glass

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.806 metres

Width:

8.635 metres

Depth:

0.065 metres

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

2.585 metres

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

0.065 metres

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

0 centimetres

What materials will the advertisement be made of?:

Fascia board in aluminium colour to match Core Blue 282C

The colour of text and background:

Core Blue fascia panel

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

Fascia Sign

Height:

0.806 metres

Width:

8.635 metres

Depth:

0.065 metres

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

2.585 metres

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

0.065 metres

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

29 centimetres

What materials will the advertisement be made of?:

Fascia board in aluminium colour to match Core Blue 282C

The colour of text and background:

Core Blue fascia panel

Will the advertisement be illuminated?:

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

Other type- ATM surround

Other type- Safety manifestation

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

If Yes, please provide details

Existing signage replaced to reflect new branding.

- Replace 1no. Projecting signage with new 500mm.
- Replace 1no. fascia and logo with new blue fascia and 290mm logo height.
- Replace safety manifestations with new.
- Replace 2no. ATM surrounds and decals with new.
- Replace 1no. Statutory signage with new.

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)

Existing elevation's will be submitted as part of the documents for 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

09/10/2023

To Date

08/10/2028

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

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

ISG Design

Date

08/11/2023

Amendments Summary

The application declaration signature has been changed.