PP-12547745



Planning and Regeneration

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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.

0'4-1		
Site Location		
Disclaimer: We can only make recommendation	s 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		
Senate Place, Unit 4		
Address Line 1		
Whitworth Road		
Address Line 2		
Address Line 3		
Hertfordshire		
Town/city		
Stevenage		
Postcode		
SG1 4QS		
Description of site location must	be completed if postcode is not known:	
Easting (x)	Northing (y)	
525830	226965	
Description		

Applicant Details
Name/Company
Title
Mr
First name
Mark
Surname
Churchill
Company Name
Howden Joinery Properties Linited
Address
Address line 1
Ground Floor, Building 8
Address line 2
Croxley Green Business Park
Address line 3
Town/City
Watford
County
Country
United Kingdom
Postcode
WD18 8PX
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	
Mr	
First name	_
Graham	
Surname	
Hoggard	
Company Name	
ADS Consultants	
Address	
Address line 1	_
Foxgloves	
Address line 2	
2 The Stray	
Address line 3	
South Cave	
Town/City	
Brough	
County	
Country	
United Kingdom	
Postcode	
HU15 2AL	

Contact Details	
Primary number	
***** REDACTED *****	
Secondary number	
***** REDACTED ******	
Fax number	
Email address	
***** REDACTED *****	
Type of Proposed Advertisement(s)	
Please describe the proposed advertisement(s)	
One elevation sign	
Please specify the type(s) and details of each proposed advertisement	
Advertisement Type: Fascia Sign	
Height: 2.082 metres	
Width: 5.506 metres	
Depth: 0.08 metres	
What is the height from the ground to the base of the advertisement?: 4.2 metres	
What is the maximum projection of the advertisement from the face of the building?: 0.08 metres	
What is the maximum height of any of the individual letters and symbols?: 100 centimetres	
What materials will the advertisement be made of?: Aluminium Composite Panel	
The colour of text and background: see attached specification	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Externally	
Illuminance levels: 299 cd/m ²	
Will the illumination be static or intermittent?: Static	

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 21/10/2023 To Date 21/10/2028
Nainhhann and Oammurita Oamaultatian
Neighbour and Community Consultation Have you consulted your neighbours or the local community about the proposal? ○ Yes ② No
Have you consulted your neighbours or the local community about the proposal? O Yes

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
Graham Hoggard
Date
21/10/2023