



DEPARTMENT OF ENVIRONMENT AND REGENERATION
TOWN HALL
LUTON
LU1 2BQ
DevelopmentControl@luton.gov.uk
Tel: (01582) 546605
Fax: (01582) 546529

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

71 Office

Address Line 1

Windmill Road

Address Line 2

Address Line 3

Luton

Town/city

Luton

Postcode

LU1 3XL

Description of site location must be completed if postcode is not known:

Easting (x)

510005

Northing (y)

220889

Description

Applicant Details

Name/Company

Title

MRS

First name

J

Surname

G

Company Name

SIG

Address

Address line 1

Adsetts House

Address line 2

16 Europa View

Address line 3

Tinsley

Town/City

Sheffield

County

Country

Postcode

S9 1XH

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)

Display of 7no fascia signs, 2no entrance signs and 4no flagpoles all non-illuminated

Advertisement Type:

Other type

Height:

0.7 metres

Width:

8 metres

Depth:

0.25 metres

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

3.3 metres

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

0.25 metres

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

30 centimetres

What materials will the advertisement be made of?:

ALUMINIUM X 4 SIGN 3

The colour of text and background:

RED AND WHITE

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

3.1 metres

Width:

1.34 metres

Depth:

0.03 metres

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

4.9 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?:

ACM SIGN 2

The colour of text and background:

RED AND WHITE

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.6 metres

Width:

1 metres

Depth:

0.25 metres

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

1.4 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?:

30 centimetres

What materials will the advertisement be made of?:

ALUMINIUM X 2 SIGN 14

The colour of text and background:

RED AND WHITE

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.25 metres

Width:

3.7 metres

Depth:

0.03 metres

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

2.8 metres

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

0.25 metres

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

20 centimetres

What materials will the advertisement be made of?:

ACM SIGN 4

The colour of text and background:

RED AND WHITE

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

8 metres

Width:

0.9 metres

Depth:

0.01 metres

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

5 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?:

40 centimetres

What materials will the advertisement be made of?:

PVC & STEEL POSTS SIGN 18

The colour of text and background:

WHITE AND RED

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.2 metres

Width:

8 metres

Depth:

0.02 metres

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

5.9 metres

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

0.2 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 SIGN 1

The colour of text and background:

RED & WHITE

Will the advertisement be illuminated?:

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

SIGN 1 APEX SIGN
SIGN 2 APEX SIGN
SIGN 3 4NO PANELS
SIGN 4 PANEL
SIGN 14 POST & PANEL SIGN
SIGN 18 4NO FLAGPOLES

Location of Advertisement(s)

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

Yes

No

If Yes, please provide details

DESIGN BOOKLET

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)

YES

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

12/12/2023

To Date

12/12/2028

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

Surname

Reference

Date (must be pre-application submission)

06/12/2023

Details of the pre-application advice received

Withdrawn Letter for 23/01280/ADV Office, 71 Windmill Road

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

Joanne Goodaire

Date

16/01/2024

Amendments Summary

Issue 1 – Attached are the elevation drawings for signs 1,2,3 & 4 – showing the heights from ground.
Note signs 14 & 18 don't have any elevations drawing, attached is the design drawings ...

Issue 2 - Sign 14 is correct at 2.6 overall ..

Issue 3 – Amended the planning portal with the description