PP-12742158



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.

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		
Roebuck Retail Park		
Address Line 1		
London Road		
Address Line 2		
Address Line 3		
Hertfordshire		
Town/city		
Stevenage		
Postcode		
SG1 1XZ		
Description of site location must	be completed if postcode is not known:	
Easting (x)	Northing (y)	
524194	222557	
Description		

Applicant Details
Name/Company
Title
IPIF Storage General Partner LLP
First name
Surname
Sure Store
Company Name
IPIF Storage General Partner LLP
Address
Address line 1
1 Coleman Street
Address line 2
London
Address line 3
Town/City
London
County
Country
Postcode
EC2R 5AA
LOZITOTAT
Are you an agent acting on behalf of the applicant?
✓ Yes○ No
Contact Details
Primary number
***** REDACTED *****

Secondary number
Fax number
Email address
***** REDACTED *****
Agent Details
Name/Company
Title
Mr
First name
James
Surname
Brady
Company Name
Benson Signs
Address
Address line 1
96-98 Great Howard Street
Address line 2
Address line 3
Town/City
Liverpool
County
Country
United Kingdom
Postcode
L3 7AX

Contact Details		
Primary number		
***** REDACTED *****		
Secondary number		
Fax number		
Email address		
***** REDACTED *****		
Type of Dranged Advertisement(s)		
Type of Proposed Advertisement(s) Please describe the proposed advertisement(s)		
Internally Illuminated signage proposal to (x3) elevations of existing building.		

Advertisement Type:	
Fascia Sign	
Height: 3.3 metres	
Width: 5 metres	
Depth: 0.2 metres	
What is the height from the ground to the base of the advertisement?: 6.25 metres	
What is the maximum projection of the advertisement from the face of the 0.2 metres	building?:
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-box with vinyl printed skin face.	
The colour of text and background: See Drawings SIGNAGE 1A,1B,1C.pdf	
Will the advertisement be illuminated?: Yes	
Will the advertisement be illuminated internally or externally?: Internally	
Illuminance levels: 600 cd/m ²	
Will the illumination be static or intermittent?: Static	
Advertisement Type:	
Fascia Sign Height:	
0.8 metres Width:	
4 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 0.04 metres	building?:
What is the maximum height of any of the individual letters and symbols? 40 centimetres	
What materials will the advertisement be made of?: Aluminium sign box with acrylic letters.	
The colour of text and background: See Drawing. SIGNAGE 3.pdf	
Will the advertisement be illuminated?:	
Advertisement Type: Fascia Sign	
Height:	

0.69 metres		
Width: 11.9 metres		
Depth: 0.1 metres		
What is the height from the ground to the base of the advertisement?: 7.5 metres		
What is the maximum projection of the advertisement from the face of the building?: 0.1 metres		
What is the maximum height of any of the individual letters and symbols?: 69 centimetres		
What materials will the advertisement be made of?: Aluminium letters with Acrylic letter faces.		
The colour of text and background: See Drawing. SIGNAGE 2A,2B.pdf		
Will the advertisement be illuminated?: Yes		
Will the advertisement be illuminated internally or externally?: Internally		
Illuminance levels: 600 cd/m ²		
Will the illumination be static or intermittent?: Static		
Location of Advorticement(s)		
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		
NoNot 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		
28/02/2024		
To Date		
28/02/2029		

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? ② Yes ○ No If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? ③ 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?		
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;

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
James Brady
Date
18/01/2024