



Planning and Regeneration

The Forum, Marlowes, Hemel Hempstead, Herts, HP1 1DN

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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

Mr

First name

Chi Yung

Surname

Tsang

Company Name

SZEN

Address

Address line 1

5 LOWER KINGS ROAD

Address line 2

Address line 3

Town/City

BERKHAMSTED

County

Country

United Kingdom

Postcode

HP4 2AE

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of an illuminated fascia sign (SZEN with Logo which is 0.4x0.94 metres, luminous 100) affixed to the front of the restaurant premises.

Advertisement Type:

Fascia Sign

Height:

0.4 metres

Width:

0.94 metres

Depth:

0.03 metres

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

2.08 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?:

The Letter and symbols is made of aluminium and acrylic.

The colour of text and background:

Text colour Rose Gold and the Background is black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.4 metres

Width:

0.5 metres

Depth:

0.05 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 metres

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

18 centimetres

What materials will the advertisement be made of?:

The Letter is made of acrylic and the box is made of aluminium.

The colour of text and background:

The background is Dark Green and the text is white.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

100 cd/m²

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

If Yes, please provide details

A fascia sign (SZEN) was affixed to the front of the restaurant premises and another sign was affixed on the left-hand side.

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)

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

01/02/2024

To Date

31/01/2044

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- Yes
 No

If Yes, please provide details

Verbal consent from 1, 2, 3, 9 and 14 Lower Kings Road has been sought.

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

Chi Yung Tsang

Date

01/02/2024