PP-12869610



East Herts Council Wallfields, Pegs Lane Hertford, Herts SG13 8EQ Tel: 01279 655261

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".

Suffix	
Property Name	
Hertford Theatre	
Address Line 1	
The Wash	
Address Line 2	
Address Line 3	
Hertfordshire	
Town/city	
Hertford	
Postcode	
SG14 1PS	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
532514	212592
Description	

Applicant Details

Name/Company

Title

First name

Surname

East Herts Council

Company Name

Address

Address line 1

Wallfields

Address line 2

Pegs Lane

Address line 3

Town/City

County

Hertford

Country

Postcode

SE14 8EQ

Are you an agent acting on behalf of the applicant?

⊘ Yes

ONo

Contact Details

Primary number

Enall address Enall address Enall address Agent Details Name/Company Title First name First name First name Evendge Company Name Montagu Evans Address Address Address Address Ine 1 70 St Mary Ave Address Ine 2 forwir/City London County County County United Kingdom	Secondary number	
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Agent Details Name/Company Tite First name First name Beveridge Company Name Company Name Address Address Address Address Address line 1 70 St Many Axe Address line 2 Company Name Company	Fax number	
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Title Title First name First name First name Beveridge Company Name Company Name Address Address Address Address Address Ine 1 70 St Mary Axe Address line 2 Town/Chy London County County United Kingdom Postode	Agent Details	
First name Harry Harry Sumame Beveridge Company Name Montagu Evans Address Address Address line 1 70 St Mary Axe Address line 2 County London County United Kingdom Postcode	Name/Company	
Harry Suname Beveridge Company Name Montagu Evans Address Address Address line 1 70 St Mary Axe Address line 2 Country London Country United Kingdom Postcode	Title	
Harry Suname Beveridge Company Name Montagu Evans Address Address Address line 1 70 St Mary Axe Address line 2 Country London Country United Kingdom Postcode		
Surname Beveridge Company Name Montagu Evans Address Address Address line 1 70 St Mary Axe Address line 2 Address line 3 County London County United Kingdom Postcode	First name	
Beveridge Company Name Montagu Evans Address Address line 1 70 St Mary Axe Address line 2 Address line 3 Town/City London County County United Kingdom Postcode	Harry	
Company Name Montagu Evans Address Address Address line 1 70 St Mary Axe Address line 2 Address line 3 Town/City London County County United Kingdom Postcode	Surname	
Montagu Evans Address Address line 1 70 St Mary Axe Address line 2 Address line 3 County London County London County United Kingdom Postcode	Beveridge	
Address Iine 1 70 St Mary Axe Address Iine 2 Address Iine 3 Town/City London County United Kingdom Postcode	Company Name	
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Town/City London County County United Kingdom Postcode	Address line 2	
Town/City London County County United Kingdom Postcode		
London County County United Kingdom Postcode	Address line 3	
London County County United Kingdom Postcode		
County Country United Kingdom Postcode	Town/City	
Country United Kingdom Postcode	London	
United Kingdom Postcode	County	
United Kingdom Postcode		
Postcode	Country	
	United Kingdom	
EC3A 8BE	Postcode	
	EC3A 8BE	

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

See cover letter.

Please specify the type(s) and details of each proposed advertisement

	Гуре:
Fascia Sign	
Height:	
1.833 metres	
Width: 2.401 metres	
Depth: 0.01 metres	
What is the heig 3.06 metres	th from the ground to the base of the advertisement?:
What is the max 65 metres	imum projection of the advertisement from the face of the building?:
What is the max 1.833 centimetre	timum height of any of the individual letters and symbols?: s
What materials Aluminium with a	will the advertisement be made of?: n acrylic face
	xt and background: black returns for the signage
Will the advertis Yes	sement be illuminated?:
Will the advertis	sement be illuminated internally or externally?:
I lluminance leve 250 cd/m ²	ils:
Will the illumina	tion be static or intermittent?:
Static	
Advertisement T Fascia Sign	Гуре:
Height: 0.288 metres	
Width: 4.752 metres	
Depth: 0.01 metres	
What is the heig 2.995 metres	th from the ground to the base of the advertisement?:
What is the max 65 metres	imum projection of the advertisement from the face of the building?:
	s
What is the max 0.288 centimetre	
0.288 centimetre	will the advertisement be made of?:
0.288 centimetre What materials aluminium with a The colour of te	will the advertisement be made of?:
0.288 centimetre What materials aluminium with a The colour of te White fronts with	will the advertisement be made of?: n acrylic face xt and background:
D.288 centimetre What materials aluminium with a The colour of te White fronts with Will the advertis Yes	will the advertisement be made of?: n acrylic face xt and background: black returns for the signage

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height: 2.595 metres

Width:

2.306 metres

Depth:

0.065 metres

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

0.302 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?: 0 centimetres

What materials will the advertisement be made of?:

aluminium frame and polycarbonate screen cover

The colour of text and background: Screen frame is black.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels: 600 cd/m²

600 cu/m-

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

O 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

01/04/2024

To Date

01/04/2029

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?

⊘ Yes

⊖ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

⊘ The agent

O The applicant

Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

⊘ Yes

ONo

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

***** REDACTED ******

Surname

***** REDACTED ******

Reference

Date (must be pre-application submission)

28/02/2023

Details of the pre-application advice received

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED ******

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

Harry Beveridge

Date

26/03/2024

Amendments Summary