



S / 111731 A

County of Herefordshire District Council
 Planning Services
 PO Box 230
 Blueschool House
 Blueschool Street
 Hereford
 HR1 2ZB

Application for consent to display an advertisement(s).
 Town and Country Planning (Control of Advertisement) Regulations 2007

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.

1. Applicant Name, Address and Contact Details

Title:	Mr	First name:		Surname:	
Company name:	Britannia				
Street address:	Estates Department				
	Newton House				
	Cheadle Road				
Town/City:	Leek				
County:	Staffs				
Country:					
Postcode:	ST13 5RG				
Telephone number:	Country Code	National Number	Extension Number		
Mobile number:					
Fax number:					
Email address:					
Are you an agent acting on behalf of the applicant? <input checked="" type="radio"/> Yes <input type="radio"/> No					

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Glen	Surname:	Lambert
Company name:	Astley Signs				
Street address:	Redforrest House				
	Queens Court North				
	Team Valley				
Town/City:	Gateshead				
County:	Tyne and Wear (Met County)				
Country:	United Kingdom				
Postcode:	NE11 0BP				
Telephone number:	Country Code	National Number	Extension Number		
		0191 4910097			
Mobile number:					
Fax number:					
Email address:	britannia@astleysigns.com				



3. Site Address Details

Full postal address of the site (including full postcode where available)

House: 52 Suffix:
House name: Britannia
Street address: BROAD STREET
Town/City: HEREFORD
County:
Postcode: HR4 9AB

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 350882
Northing: 239985

Description:

4. Pre-application Advice

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

☐ Yes ☒ No

5. Neighbour and Community Consultation

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

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

2no. Fascia signs with flat cut acrylic letters illuminated by an existing fixture.
1no. Non illuminated, double sided hanging sign.

How many of the following type of advertisements are you applying for?

Fascia sign(s) 2 Projecting or hanging sign(s) 1 Hoarding(s) 0 Other 0

8. 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

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).

IMG_3663

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: 10/06/2011 To: 10/06/2016

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

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What is the height from the ground to the base of the advertisement (in metres)?

2.973 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.05 m

What are the dimensions of the proposed advertisement?

Height: 0.77 x Width: 5.12 x Depth: 0.05 metres

What materials will the sign be made of?

Dibond and acrylic

What is the maximum height of any of the individual letters and symbols (in centimetres)?

31.1 cm

The colour of text and background:

White and blue text on a red background.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☐ Internally ☒ Externally

Illuminance Levels: Less than 300 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.973 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.05 m

What are the dimensions of the proposed advertisement?

Height: 0.77 x Width: 6.04 x Depth: 0.05 metres

What materials will the sign be made of?

Dibond and acrylic

What is the maximum height of any of the individual letters and symbols (in centimetres)?

31.1 cm

The colour of text and background:

White and blue text on a red background

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☐ Internally ☒ Externally

Illuminance Levels: Less than 300 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.842 m

What is the maximum projection of the advertisement from face of building (in metres)?

1.125 m

What are the dimensions of the proposed advertisement?

Height: 0.545 x Width: 0.9 x Depth: 0.054 metres

What materials will the sign be made of?

Marine grade Plywood and vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)?

14.6 cm

The colour of text and background:

White and blue text on a red background

Will the sign be illuminated? ☐ Yes ☒ No

12. 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? (Please select only one)

☐ The agent ☒ The applicant ☐ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.



Date 10/06/2011