

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:	Jon	Surname:	Guise	
Company name:	STONEGATE PUBS					
Street address:	500 CAPABILITY GREEN					
					Telephone number:	
					Mobile number:	
Town/City:	LUTON				Fax number:	
Country:					Email address:	
Postcode:	LU1 3LS					
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:	Ms	First Name:	Natalie	Surname:	Long	
Company name:	Technical Signs					
Street address:	Hille Business Centre					
	132 St Albans Road				Telephone number:	01923811999
					Mobile number:	
Town/City:	Watford				Fax number:	
Country:	United Kingdom				Email address:	
Postcode:	WD24 4AE				natalie_long@technicalsigns.co.uk	

### 3. Site Address Details

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

House:  Suffix:

House name:

Street address:

Town/City:

Postcode:

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

Easting:

Northing:

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):

1 set of internally illuminated fascia text - to replace existing  
1 internally illuminated projection sign - to replace existing

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

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

2 internally illuminated menus - to replace existing

### 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

## 8. Location of Advertisement(s)

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).

Please refer to existing signage detail on drawing nos: 564841-1 & 2. Please also refer to proposed signage detail on drawing nos: 564841-3 & 4.

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: 31/08/2016

To: 31/08/2016

## 10. 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

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

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

2.81 m

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

0.07 m

What are the dimensions of the proposed advertisement?

Height: 0.60 x

Width: 1.54 x

Depth: 0.07 metres

What materials will the sign be made of?

Please refer to projection sign detail on drawing no: 564841-3.

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

60 cm

The colour of text and background:

Please refer to section A:A fascia text detail on drawing no: 564851-3.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

500.00 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)?

4.52 m

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

1.02 m

What are the dimensions of the proposed advertisement?

Height: 0.90 x

Width: 0.90 x

Depth: 0.06 metres

What materials will the sign be made of?

Please refer to projection sign detail on drawing no: 564841-3.

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

40 cm

The colour of text and background:

Please refer to projection sign detail on drawing no: 564841-3.

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

Will the sign be illuminated? ☒ Yes ☐ No

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

Illuminance Levels:  cd/m

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

**11 (d). Details of Proposed Advertisement(s) - Other Sign**

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

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

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

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

The colour of text and background:

Will the sign be illuminated? ☒ Yes ☐ No

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

Illuminance Levels:  cd/m

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

**11 (d). Details of Proposed Advertisement(s) - Other Sign**

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

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

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

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

The colour of text and background:

Will the sign be illuminated? ☒ Yes ☐ No

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

Illuminance Levels:  cd/m

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

**12. Site Visit**

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

**12. Site Visit**

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. 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.



Date

31/08/2016