SOUTH HOLLAND DISTRICT COUNCIL

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: 51

Suffix:

Property Name:

Address Line 1: Fleet Street

Address Line 2: Holbeach

Address Line 3: Lincolnshire

Town/city: Spalding

Postcode: PE12 7AU

Description of site location must be completed if postcode is not known:

Easting (x): 536540

Northing (y): 324886

Description:

Applicant Details

Name/Company

Title

Mr

First name

Charlie

Surname

Lockhart

Company Name

Octavia Estates Limited

Address

Address line 1

51 Fleet Street

Address line 2

Holbeach

Address line 3

Town/City

Spalding

County

Lincolnshire

Country

Postcode

PE12 7AU

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Applicant Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replace the covering of the existing two signs which are on the facade of the building (The Factory Shop) with a new covering showing the new tenant's name and one above the entrance saying Welcome.. The size will remain the same. Replace the covering on the existing V-board located at the front of the car park in the site boundary with new lettering showing the tenants name and opening times.

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

Advertisement Type:
Fascia Sign

Height:
2.4 metres

Width:
6.5 metres

Depth:
0.05 metres

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

What is the maximum projection of the advertisement from the face of the building?:
0.05 metres

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

What materials will the advertisement be made of?:
Aluminium

The colour of text and background:
Black with white text

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
0.38 metres

Width:
2.145 metres

Depth:
0.03 metres

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

What is the maximum projection of the advertisement from the face of the building?:
0.03 metres

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

What materials will the advertisement be made of?:
Aluminium

The colour of text and background:
Black with white text

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.73 metres

Width:
1.2 metres

Depth:
0.3 metres

What is the height from the ground to the base of the advertisement?:
1.4 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?:
0.32 centimetres

What materials will the advertisement be made of?:
V Board made in aluminium and metal posts.

The colour of text and background:
White on black.

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

The "other type" of board related to the existing V-board which is located at the front of the site on the public boundary. The structure will remain the same but the old Factory Shop sign will be replaced with a new Royal Gyms sign and opening times.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- [x] Yes
- [ ] No

If Yes, please provide details

There are previous signage erected by the previous tenant - The Factory Shop. The existing signs will be covered to reflect the name of the new tenant Royals Gym

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [x] 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)

Photos attached of existing signs and proposed change to covering.

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

- [ ] Yes
- [x] No

Advertisement(s) Period

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

From Date

01/06/2026

To Date

31/05/2031

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
⊘ 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

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

Charlie Lockhart

Date

01/06/2026

Amendments Summary

Amendment to application to show signage dimensions more accurately.