SOUTH HOLLAND DISTRICT COUNCIL

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: Simon | Surname: Lancaster

Company name: Whitbread Plc

Street address: Whitbread Court
Houghton Hall Business Park
Porz Avenue
Town/City: Dunstable, Beds
County:
Country: United Kingdom
Postcode: LU5 5XE

	Country Code	National Number	Extension Number
Telephone number:			
Mobile number:			
Fax number:			

Email address:

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

2. Agent Name, Address and Contact Details

Title: Mr | First Name: Steven | Surname: Flemming

Company name: Vado Associates Ltd

Street address: Bloxham Mill
Bloxham
Barford Rd
Town/City: Banbury
County: Oxfordshire
Country: United Kingdom
Postcode: OX15 4FF

	Country Code	National Number	Extension Number
Telephone number:		01295 263 677	
Mobile number:			
Fax number:			

Email address: sf@vadoassociates.com

3. Site Address Details

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

House: Suffix:

House name: Brewers Fayre & Premier Inn

Street address: Land off Cowbit Rd

East of Barrier Bank

Town/City: Spalding

County: Lincs

Postcode: PE12 6AE

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

Easting: 524390

Northing: 319625

Description:

Hotel & Restaurant development

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):

Building mounted and free standing signs to best communicate the nature of the operator's businesses and direct patrons where necessary.

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

Fascia sign(s) 9 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 12

Please describe:

2No Primary Brewers Fayre lollipop
2No Primary Premier Inn monoliths
3No Twin leg directional signs
1No Twin leg promo display unit
1No Twin leg Premier Inn entrance sign
1No Single leg Brewers Fayre entrance sign
1No Wall mounted directional sign
1No Wall mounted menu unit

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

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: 20/12/2015 To: 19/12/2020

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)? 4.750 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.250 m

What are the dimensions of the proposed advertisement? Height: 2.500 x Width: 2.500 x Depth: 0.250 metres

What materials will the sign be made of?

Sign A. Aluminium can with fret cut panel and opal acrylic pushed through to form brand logos

What is the maximum height of any of the individual letters and symbols (in centimetres)? 42.700 cm

The colour of text and background:

Brown panels with white text and red logo with silver trim.

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 300.000 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)? 2.990 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.100 m

What are the dimensions of the proposed advertisement? Height: 0.236 x Width: 1.438 x Depth: 0.100 metres

What materials will the sign be made of?

Sign B. Built up aluminium letters with acrylic faces.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 23.600 cm

The colour of text and background:

White letters with silver returns on a grey panel

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 300.000 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)? 1.600 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.250 m

What are the dimensions of the proposed advertisement? Height: 1.500 x Width: 1.000 x Depth: 0.250 metres

What materials will the sign be made of?

Sign D. Aluminium can with fret cut panel and opal acrylic pushed through to form brand logos

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25.600 cm

The colour of text and background:

Brown panels with white text and red logo with silver trim.

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 300.000 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)? 3.100 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.250 m

What are the dimensions of the proposed advertisement? Height: 2.000 x Width: 2.000 x Depth: 0.250 metres

What materials will the sign be made of?

Sign F. Aluminium can with fret cut panel and opal acrylic pushed through to form brand logos

What is the maximum height of any of the individual letters and symbols (in centimetres)? 34.200 cm

The colour of text and background:

Brown panels with white text and red logo with silver trim.

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 6.400 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m

What are the dimensions of the proposed advertisement? Height: 1.580 x Width: 2.430 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 1. Slimline aluminium letters with acrylic faces. Mounted Reynobond bedhead panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 79.200 cm

The colour of text and background:

White text and logo with yellow stars on a purple background

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 1.450 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m

What are the dimensions of the proposed advertisement? Height: 0.650 x Width: 1.000 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 2. Slimline aluminium letters with acrylic faces. Mounted Reynobond bedhead panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 32.600 cm

The colour of text and background:

White text and logo with yellow stars on a purple background

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 62.500 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m

What are the dimensions of the proposed advertisement? Height: 2.145 x Width: 3.300 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 3. Slimline aluminium letters with acrylic faces. Mounted Reynobond bedhead panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 107.000 cm

The colour of text and background:

White text and logo with yellow stars on a purple background

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 9.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m

What are the dimensions of the proposed advertisement? Height: 1.500 x Width: 6.000 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 4. Slimline aluminium letters with acrylic faces. Mounted Reynobond bedhead panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 100.000 cm

The colour of text and background:

White text and logo with yellow stars on a purple background

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 4.500 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.125 m

What are the dimensions of the proposed advertisement? Height: 2.855 x Width: 4.390 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 5. Slimline aluminium letters with acrylic faces. Mounted Reynobond bedhead panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 143.000 cm

The colour of text and background:

White text and logo with yellow stars on a purple background

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 1.128 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 0.472 x Width: 0.530 x Depth: 0.050 metres

What materials will the sign be made of?

Sign C. Aluminium light box with glass face and applied vinyl boarder to carry printed menu display mounted on mild steel posts.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10.000 cm

The colour of text and background:

Silver surround, brown boarder, red & white logo and yellow welcome letters

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 0.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 6.000 x Width: 2.200 x Depth: 0.400 metres

What materials will the sign be made of?

Sign 6. Mild steel frame with aluminium panels fret cut with acrylic letters and logo pushed through to form brand ID.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 93.500 cm

The colour of text and background:

White text and logo with yellow stars on a purple background with silver trim

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 5.500 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 8.000 x Width: 2.500 x Depth: 0.400 metres

What materials will the sign be made of?

Sign G. Mild steel post and frame with aluminium panels fret cut. Opal acrylic letters pushed through to form brand logos.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 42.700 cm

The colour of text and background:

Brown panels with white text and red logo with silver post and trim

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 0.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 4.500 x Width: 1.710 x Depth: 0.400 metres

What materials will the sign be made of?

Sign 7. Mild steel frame with aluminium panels fret cut with acrylic letters and logo pushed through to form brand ID.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 70.500 cm

The colour of text and background:

White text and logo with yellow stars on a purple background with silver trim

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 4.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 6.000 x Width: 2.000 x Depth: 0.400 metres

What materials will the sign be made of?

Sign H. Mild steel post and frame with aluminium panels fret cut. Opal acrylic letters pushed through to form brand logos.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 34.200 cm

The colour of text and background:

Brown panels with white text and red logo with silver post and trim

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 1.165 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 2.500 x Width: 2.000 x Depth: 0.075 metres

What materials will the sign be made of?

Sign J. Mild steel posts to carry aluminium panel with applied vinyl logo & directional arrow.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 24.000 cm

The colour of text and background:

BF-Brown panel with red & white logo white text and arrow. PI-Purple panel with white text and logo with yellow stars & arrow mounted on silver posts.

Will the sign be illuminated? ( ) Yes (•) No

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

What is the height from the ground to the base of the advertisement (in metres)? 1.120 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 2.350 x Width: 1.850 x Depth: 0.100 metres

What materials will the sign be made of?

Sign K. Mild steel posts and frame to carry Corex display panels and external trough lights.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 80.000 cm

The colour of text and background:

Black posts and frame with full colour display changes seasonally

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 300.000 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)? 0.550 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 1.850 x Width: 1.150 x Depth: 0.125 metres

What materials will the sign be made of?

Sign 8. Mild steel posts with aluminium panels fret cut with acrylic letters and logo pushed through to form brand ID.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 49.000 cm

The colour of text and background:

White text and logo with yellow stars on a purple background with silver posts

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 0.800 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 1.500 x Width: 1.350 x Depth: 0.075 metres

What materials will the sign be made of?

Sign 9. Mild steel posts with aluminium panels with applied vinyl text & arrows.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 8.500 cm

The colour of text and background:

White text with yellow arrows on a purple background with silver posts

Will the sign be illuminated? ( ) Yes (•) No

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

What is the height from the ground to the base of the advertisement (in metres)? 1.200 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 1.800 x Width: 1.200 x Depth: 0.250 metres

What materials will the sign be made of?

Sign L. Mild steel post with aluminium panels fret cut with acrylic letters and logo pushed through to form brand ID.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 40.000 cm

The colour of text and background:

Brown panels with red & white logo, white arrow with silver trim

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 300.000 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)? 0.700 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 1.500 x Width: 1.200 x Depth: 0.075 metres

What materials will the sign be made of?

Sign M. Mild steel posts with aluminium panels with applied vinyl logo & arrow.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 40.000 cm

The colour of text and background:

Brown panels with red & white logo, white arrow with silver post and trim

Will the sign be illuminated? ( ) Yes (•) No

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

What is the height from the ground to the base of the advertisement (in metres)? 1.200 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.005 m

What are the dimensions of the proposed advertisement? Height: 0.800 x Width: 1.200 x Depth: 0.005 metres

What materials will the sign be made of?

Sign E. Aluminium panel with applied vinyl logo & arrow.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 40.000 cm

The colour of text and background:

Brown panels with red & white logo, white arrow with silver trim

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. 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 09/02/2015