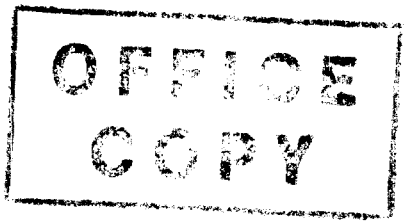
Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.	H16/0220/01
FEE PAID	
DATE REGISTERED	- 9 MAR 2001



1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 3 Waterhouse Square 138-142 Holborn LONDON EC1N 2NY **Tel. No** 020 7882 1221	N/A **Name of contact** **Tel. No**

2. Address of the Application Site

53 London Road, Spalding. PE11 2XE

3. Description of Proposed Advertisement PLEASE TICK ONE OR MORE BOXES

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

1 x Wall Mounted Advertising Display Unit

WHAT IS THE PURPOSE FOR WHICH THE LAND OR BUILDING IS USED?

Commercial

4. Illumination

a. **WILL THE ADVERTISEMENT BE ILLUMINATED?** **YES** ☑ **NO** ☐

b. **IF YES, PLEASE STATE TYPE OF ILLUMINATION** Internally, at night only

(e.g. **Internally, Externally, Floodlighting, etc.)**

c. **WILL THE ILLUMINATION BE STATIC OR INTERMITTENT?** **Static** ☑ **Intermittent** ☐

d. **WHAT IS THE INTENSITY OF ILLUMINATION IN FOOT LAMBERTS?** ---------- **Foot Lamberts**

e. **WHAT IS THE COLOUR(S) OF THE ILLUMINATION** White Fluorescent Tubes

5. Site Ownership

a. **DOES THE APPLICANT OWN THE LAND?** **YES** ☐ **NO** ☑

b. **IF NOT, HAS THE PERMISSION OF THE OWNER OR ANY OTHER PERSON ENTITLED TO GIVE PERMISSION FOR THE DISPLAY OF THE ADVERTISEMENT BEEN OBTAINED?** **YES** ☑ **NO** ☐

6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 3 x Plans

Signed

Date 6th March 2001

On behalf of Primelight Advertising Ltd

Consent Required For: 5 Years

(APPLICANT OR APPLICANT'S AGENT)

Statement

53 London Road

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for 8 similar sized advertising panels in the borough.

The unit has been located on the external wall of the building, so as not to appear obtrusive. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display, which is expected by advertisers and landlords alike.

The unit is located in a semi commercial area. There are several other shops in the area. The proposed unit would blend in with the current advertising capacity without creating an appearance of clutter. Indeed, our contract uniquely allows us to remove all advertising including A-boards and the like within a 3m radius of the site. This results in a phased reduction of clutter and thereby substantially increases visual amenity.

PUBLIC SAFETY CONSIDERATION

The unit has 6mm thick toughened glass and has a fused spur unit. The display poses no threat to public safety.

ECONOMIC CONSIDERATION

Primelight Advertising Ltd pay a rent to the landlord to help sustain his business in the difficult economic climate faced by the independent retailers and the strong competition from major supermarkets. In addition Primelight Advertising Ltd pay rates.