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:	Ben	Surname:	French
Company name:	HSBC Corporate Real Estate				
Street address:	1 Canada Square				
				Telephone number:	
				Mobile number:	
Town/City:	London			Fax number:	
Country:				Email address:	
Postcode:	E14 5AB				

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

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Ryan	Surname:	Possnett
Company name:	AXIS Architecture				
Street address:	Talbot Chambers				
	2-6 North Church Street			Telephone number:	01142490944
				Mobile number:	
Town/City:	Sheffield			Fax number:	
Country:				Email address:	
Postcode:	S1 2DH				Ryan@axis-architecture.com

3. Site Address Details

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

House: 8 Suffix:

House name: H S B C

Street address: Market Place

Town/City: SPALDING

Postcode: PE11 1SN

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

Easting: 524771

Northing: 322629

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):

Replacement of the existing external 'HSBC' signage with 'HSBC UK' equivalents.
To comply with current rebrand Standards.

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 9

Please describe:

Nameplate x 2
Welcome Poster
Opening hours/Security Notice combined x 2
Window Manifestation x 2
Car Park Signage x 2

8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ○ Yes ◉ No

8. Location of Advertisement(s)

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).

E1-EX
E2-EX

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: 31/12/2016 To: 31/12/2021

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

If No, why has permission not been obtained?

Landlords Notified, Permission not required.

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

What is the height from the ground to the base of the advertisement (in metres)? 4.85 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: 0.25 x Width: 2.06 x Depth: 0.03 metres

What materials will the sign be made of?

Like for like replacement - Individually built up halo illuminated aluminium letters with full face & halo illuminated logo - Existing fascia panel to be retained but allowing for replacement to match existing.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

White, red & black

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

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

Illuminance Levels: 300.00 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)? 3.31 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: 0.25 x Width: 2.06 x Depth: 0.03 metres

What materials will the sign be made of?

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

Like for like replacement - Individually built up halo illuminated aluminium letters with full face & halo illuminated logo - Existing fascia panel to be retained but allowing for replacement to match existing.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

White, red & black

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

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

Illuminance Levels: 25.00 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)? 3.20 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.88 m

What are the dimensions of the proposed advertisement? Height: 0.65 x Width: 0.18 x Depth: 0.88 metres

What materials will the sign be made of?

Like for like replacement - Existing bracket retained with new 'UK' face panels installed.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

White, red & black

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

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

Illuminance Levels: 300.00 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)? 1.65 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.02 m

What are the dimensions of the proposed advertisement? Height: 0.40 x Width: 0.31 x Depth: 0.02 metres

What materials will the sign be made of?

Like for like - White vitreous enaml panel with a 10mm brushed stainless steel frame

What is the maximum height of any of the individual letters and symbols (in centimetres)? 3 cm

The colour of text and background:

White, red & black

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)? 0.26 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 1.80 x Width: 0.90 x Depth: 0.00 metres

What materials will the sign be made of?

Reverse applied vinyl - like for like

What is the maximum height of any of the individual letters and symbols (in centimetres)? 7 cm

The colour of text and background:

White, red & black with image

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)? 1.11 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 0.48 x Width: 0.21 x Depth: 0.00 metres

What materials will the sign be made of?

Reverse applied vinyl - like for like

What is the maximum height of any of the individual letters and symbols (in centimetres)? 4 cm

The colour of text and background:

White, red & black

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)? 1.10 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 0.48 x Width: 0.21 x Depth: 0.00 metres

What materials will the sign be made of?

Reverse applied vinyl - like for like

What is the maximum height of any of the individual letters and symbols (in centimetres)? 4 cm

The colour of text and background:

White, red & black

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)? 1.07 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.02 m

What are the dimensions of the proposed advertisement? Height: 0.40 x Width: 0.31 x Depth: 0.02 metres

What materials will the sign be made of?

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

Like for like - White vitreous enaml panel with a 10mm brushed stainless steel frame

What is the maximum height of any of the individual letters and symbols (in centimetres)? 3 cm

The colour of text and background:

WHite, red & black

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)? 1.56 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 0.06 x Width: 1.99 x Depth: 0.00 metres

What materials will the sign be made of?

Reverse applied, frosted crystal vinyl manifestation - MK07 - MK08

What is the maximum height of any of the individual letters and symbols (in centimetres)? 6 cm

The colour of text and background:

Frosted crystal vinyl - grey

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)? 1.28 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 0.80 x Width: 1.30 x Depth: 0.00 metres

What materials will the sign be made of?

Reverse applied, frosted crystal vinyl manifestation - MK11 - MK12

What is the maximum height of any of the individual letters and symbols (in centimetres)? 6 cm

The colour of text and background:

Frosted crystal vinyl - grey

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)? 2.87 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 0.22 x Width: 0.32 x Depth: 0.04 metres

What materials will the sign be made of?

Aluminium composite sheet, digitally printed to face - Like for like

What is the maximum height of any of the individual letters and symbols (in centimetres)? 2 cm

The colour of text and background:

White, red & black

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

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)? 2.54 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 0.22 x Width: 0.32 x Depth: 0.04 metres

What materials will the sign be made of?

Aluminium composite sheet, digitally printed to face - Like for like

What is the maximum height of any of the individual letters and symbols (in centimetres)? 2 cm

The colour of text and background:

White, red & black

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 21/12/2016