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

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

528842

Northing (y)

324948

Description

Land North of High Road, Weston

Applicant Details

Name/Company

Title

Mrs

First name

Katie

Surname

Dowling

Company Name

Persimmon Homes East Midlands

Address

Address line 1

Persimmon House

Address line 2

19 Commerce Road

Address line 3

Town/City

Peterborough

County

Country

United Kingdom

Postcode

PE2 6LR

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Illuminated advertisement for showhome of development at The Maples, Weston

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

Advertisement Type:
Fascia Sign

Height:
0.49 metres

Width:
7.3 metres

Depth:
0.2 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?:
0.2 metres

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

What materials will the advertisement be made of?:
Aluminium composite panels with 10mm opal acrylic letters

The colour of text and background:
White text and green background

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
50 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.18 metres

Width:
3.55 metres

Depth:
0.2 metres

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

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

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

What materials will the advertisement be made of?:
Acrylic

The colour of text and background:
White

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:

35 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.17 metres

Width:
2.97 metres

Depth:
0.1 metres

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

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

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

What materials will the advertisement be made of?:
Acrylic

The colour of text and background:
White

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
35 cd/m^2

Will the illumination be static or intermittent?:
Static

Location of Advertisement(s)

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

- [x] Yes
- [ ] No

If Yes, please provide details

On the show home and sales office for The Maples

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

- [ ] Yes
- [x] 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)

FASCIA 12709PEM
SHOW HOME GABLE 12709PEM
GARAGE GABLE 12709PEM

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

◯ Yes
⊘ No

Advertisement(s) Period

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

From Date

03/02/2023

To Date

03/02/2027

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

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

Surname

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

Reference

Date (must be pre-application submission)

01/02/2023

Details of the pre-application advice received

Advised from planning enforcement to submit advertisement consent

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [x] 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
- [x] No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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.

- [x] I / We agree to the outlined declaration

Signed

Anne Dew

Date

03/02/2023