

Putting people first.

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: Ms	First Name:	Georgina		Surname:	Powell
Company name:	Whitbread Plc				
Street address:	Whitbread Court				
	Houghton Hall Bus	ness Park	Telephone numb	er:	
	Porz Avenue		Mobile number:		
Town/City:	Dunstable		Fax number:		
Country:			Email address:		
Postcode:	LU5 5XE				
Are you an agent acting on behalf of the applicant?		🖲 Yes 🔾 N	0		

2. Agent Name, Address and Contact Details					
Title: Mr	First Name:	Steven		Surname:	Flemming
Company name:	Vado Associates L	td			
Street address:	Bloxham Mill				
	Bloxham		Telephone numb	er: 0781	7956428
	Barford Rd		Mobile number:		
Town/City:	Banbury		Fax number:		
Country:	United Kingdom		Email address:		
Postcode:	OX15 4FF		sf@vadoassocia	ates.com	

3. Site Addres	ss Details		
Full postal addre	ss of the site (including full postcode where available) Description:		
House:	Suffix:		
House name:	Stanborough Beefeater and Travel Inn		
Street address:	Stanborough Road		
Town/City:	WELWYN GARDEN CITY		
Postcode:	AL8 6DQ		
	cation or a grid reference eted if postcode is not known):		
Easting:	523568		
Northing:	211950		
4. Pre-applica	tion Advice		
Has assistance d	or prior advice been sought from the local authority about this application?		
5 Naighbour	and Community Consultation		
5. Neighbour			
Have you consul	ted your neighbours or the local community about the proposal?		
6. Authority E	mployee/Member		
(a) a m (b) an e (c) rela	ne Authority, I am: ember of staff elected member Do any of these statements apply to you? Q Yes INO red to a member of staff ted to an elected member		
7 Turne of Dre			
7. Type of Pro	posed Advertisement(s)		
1	the proposed advertisement(s):		
-	d and free standing signs to best communicate the nature of the operator's businesses and direct patrons where necessary.		
Fascia sign(s)	following type of advertisements are you applying for? 5 Projecting or hanging sign(s) 0 Hoarding(s) 3 Other		
8. Location of	Advertisement(s)		
Is the advertisem	ent(s) you are applying for already in place?		
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).			
	gn scheme proposal with existing photograph and photo montage of proposed signs in situ.		

8. Location of Advertisement(s)				
Will the proposed advertisement(s) project over a footpath or other public highway?				
Will the proposed advertisement(s) project over a footpath or other public highway?				
9 Advertisement/c) Period				
9. Advertisement(s) Period				
Please state the period of time for which consent is sought for the advertisement				
From: 13/10/2016 To: 12/10/2021				
10. Interest in the Land				
Does the applicant own the land or buildings where the adverts are to be placed?				
11 (a) Details of Pronessed Advertisement(s) Essais Sign				
11 (a). Details of Proposed Advertisement(s) - Fascia Sign				
What is the height from the ground to the base of the advertisement (in metres)? 5.60 m				
What is the maximum projection of the advertisement from face of building (in metres)? 0.20 m				
What are the dimensions of the proposed advertisement? Height: 1.38 x Width: 2.40 x Depth: 0.20 metres				
What materials will the sign be made of?				
Sign C. Built up aluminium letters & cow with white acrylic face and cow decorated with orange vinyl.				
What is the maximum height of any of the individual letters and symbols (in centimetres)? 88 cm				
The colour of text and background:				
White letters & brown cow mounted on building painted grey.				
Will the sign be illuminated?Image: YesImage: No				
Will the sign be illuminated internally or externally?				
Illuminance Levels: 300.00 cd/m				
Will the illumination be static or 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)?				
What is the maximum projection of the advertisement from face of building (in metres)?				
What are the dimensions of the proposed advertisement? Height: 1.26 x Width: 2.19 x Depth: 0.20 metres				
What materials will the sign be made of?				
Sign D. Built up aluminium letters & cow with white acrylic face and cow decorated with orange vinyl.				
What is the maximum height of any of the individual letters and symbols (in centimetres)? 80 cm				
The colour of text and background:				
White letters & brown cow mounted on cream building.				
Will the sign be illuminated? Yes No				
Will the sign be illuminated internally or externally?				
Illuminance Levels: 300.00 cd/m				

11 (a). Details of Proposed Advertisement(s) - Fascia Sign				
Will the illumination be static or intermittent?				
44 (a) Details of Brancood Adverticement(a) Esserie Cime				
11 (a). Details of Proposed Advertisement(s) - Fascia Sign				
What is the height from the ground to the base of the advertisement (in metres)? 3.20 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: 0.44 x Width: 2.02 x Depth: 0.00 metres				
What materials will the sign be made of? Sign E. Flat cut aluminium letters, finished copper & inlaid to router cut plank cladding.				
What is the maximum height of any of the individual letters and symbols (in centimetres)? 18 cm The colour of text and background: 18 18				
Copper letters on natural timber planks				
Will the sign be illuminated? Yes No				
Will the sign be illuminated internally or externally?				
Illuminance Levels: 300.00 cd/m				
Will the illumination be static or 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)? 1.60 m				
What is the maximum projection of the advertisement from face of building (in metres)? 0.08				
What are the dimensions of the proposed advertisement? Height: 0.68 x Width: 0.44 x Depth: 0.08 metres				
What materials will the sign be made of? Sign F. Aluminium lightbox and glass panel with reverse applied vinyl border.				
What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm				
The colour of text and background:				
Silver surround and grey boarder with brown cow & white letters & Full colour menu insert.				
Will the sign be illuminated?				
Will the sign be illuminated internally or externally?				
Illuminance Levels: 300.00 cd/m				
Will the illumination be static or 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)? 1.20 m				
What is the maximum projection of the advertisement from face of building (in metres)? 0.05 m				
What are the dimensions of the proposed advertisement? Height: 0.50 x Width: 0.50 x Depth: 0.05 metres				
What materials will the sign be made of? Sign G. Folded aluminium panels with applied vinyl directional arrows & logo.				

11 (a). Details of Proposed Advertisement(s) - Fascia Sign				
What is the maximum height of any of the individual letters and sym	bols (in centimetres)?	25	cm	
The colour of text and background:				
White letters & brown cow and white arrow applied to natural timber	er print.			
Will the sign be illuminated?	🔾 Yes 💿 No			
11 (c). Details of Proposed Advertisement(s) - Hoard	na Sian			
The constants of the posed Advertisement(s) - hoard				
What is the height from the ground to the base of the advertisemen	t (in metres)?	3.72	m	
What is the maximum projection of the advertisement from face of b	puilding (in metres)?	0.00	m	
What are the dimensions of the proposed advertisement?	Height: 1.28 x Width:	2.25 x	Depth: 0.40 metres	
What materials will the sign be made of?				
Sign A. Mild steel post with aluminium frame and panels with applie	ed timber print. Panels are fret cut wit	h acrylic letters	& cow pushed through.	
What is the maximum height of any of the individual letters and sym	bols (in centimetres)?	75	cm	
The colour of text and background:				
White letters & brown cow mounted on natural timber print panel w	ith grey post.			
Will the sign be illuminated?	💿 Yes 🔘 No			
Will the sign be illuminated internally or externally?	Internally Q Externally			
Illuminance Levels:	300.00 cd/m			
Will the illumination be static or intermittent?	Static Q Intermittent			
11 (c). Details of Proposed Advertisement(s) - Hoardi	ng Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	1.12	m	
What is the maximum projection of the advertisement from face of b		0.00		
			m	
What are the dimensions of the proposed advertisement?Height:1.23xWidth:1.85xDepth:0.15metres				
What materials will the sign be made of? Sign B1. Mild steel posts and frame to carry printed Corex display.				
What is the maximum height of any of the individual letters and sym	bols (in centimetres)?	80	cm	
The colour of text and background: Black posts and frame with full colour display which changes seasonally				
Will the sign be illuminated?	Yes O 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 O Intermittent			
11 (c). Details of Proposed Advertisement(s) - Hoardi	ng Sign			
What is the height from the ground to the base of the advertisemen	t (in metres)?	1.12	m	
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11 (c). Details of Proposed Advertisement(s) - Hoarding Sign					
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: 1.23 x Width: 1.85 x Depth: 0.15 metres				
What materials will the sign be made of?					
Sign B2. Mild steel posts and frame to carry printed Corex display.					
What is the maximum height of any of the individual letters and sym	nbols (in centimetres)? 80 cm				
The colour of text and background:					
Black posts and frame with full colour display which changes sease	onally				
Will the sign be illuminated?					
Will the sign be illuminated internally or externally?	Internally Externally				
Illuminance Levels:	300.00 cd/m				
Will the illumination be static or intermittent?	Static Q Intermittent				
12. Site Visit					
Can the site be seen from a public road, public footpath, bridleway or other public land?					
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.					