



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:	Bev	Surname:	Kennard
Company name:	Whitbread Plc				
Street address:	Whitbread Court				
	Houghton Hall Business Park			Telephone number:	
	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 ☐ 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			Telephone number:	07817956428
	Barford Rd			Mobile number:	
Town/City:	Banbury			Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	OX15 4FF			sf@vadoassociates.com	

3. Site Address Details

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

House:

Suffix:

House name:

Street address:

Town/City:

Postcode:

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

Easting:

471435

Northing:

169226

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)

8

Projecting or hanging sign(s)

1

Hoarding(s)

1

Other

1

Please describe:

1No Internally illuminated Menu unit mounted on twin posts.

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

Planning Portal Reference : PP-06339353

9. Advertisement(s) Period

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

From: 01/10/2018

To: 30/09/2023

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)?

2.20 m

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

0.13 m

What are the dimensions of the proposed advertisement?

Height: 1.76 x Width: 3.06 x Depth: 0.13 metres

What materials will the sign be made of?

Sign A. Built up aluminium letters & cow with acrylic faces and applied brown vinyl to cow

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

111 cm

The colour of text and background:

White letters & brown cow mounted on grey wall

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)?

2.60 m

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

0.60 m

What are the dimensions of the proposed advertisement?

Height: 0.94 x Width: 3.20 x Depth: 0.60 metres

What materials will the sign be made of?

Sign B. 3No awning boxes in folded aluminium with central panel fret cut to form logo and backed up with opal white acrylic

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

80 cm

The colour of text and background:

Orange awnings with white cow & letters

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)?

3.60

m

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

0.13

m

What are the dimensions of the proposed advertisement?

Height:

1.26

 x Width:

2.19

 x Depth:

0.13

 metres

What materials will the sign be made of?

Sign C. Built up aluminium letters & cow with acrylic faces and applied brown vinyl to cow

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 grey wall

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)?

11.20

m

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

0.14

m

What are the dimensions of the proposed advertisement?

Height:

70.00

 x Width:

1.86

 x Depth:

0.14

 metres

What materials will the sign be made of?

Sign 1. Aluminium extruded frame with tensioned flex face printed fabric

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

105

cm

The colour of text and background:

White text and moon with yellow stars on purple background

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)?

2.80

m

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

0.13

m

What are the dimensions of the proposed advertisement?

Height:

0.60

 x Width:

4.78

 x Depth:

0.13

 metres

What materials will the sign be made of?

Sign 2. Aluminium fascia panel fret cut and backed up with opal white Perspex to form Premier Inn letters and logo.

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

35

cm

The colour of text and background:

White text and moon with yellow stars on purple background

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

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)?

1.60

m

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

0.13

m

What are the dimensions of the proposed advertisement?

Height:

1.01

 x Width:

4.58

 x Depth:

0.13

 metres

What materials will the sign be made of?

Sign E. Built up aluminium letters & cow with acrylic faces and applied brown vinyl to cow

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

101

cm

The colour of text and background:

White letters & brown cow mounted on light grey rendered facade

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)?

13.50

m

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

0.14

m

What are the dimensions of the proposed advertisement?

Height:

2.28

 x Width:

3.60

 x Depth:

0.14

 metres

What materials will the sign be made of?

Sign 4. Aluminium extruded frame with tensioned flex face printed fabric

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

111

cm

The colour of text and background:

White text and moon with yellow stars on purple background

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)?

12.60

m

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

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

0.14

m

What are the dimensions of the proposed advertisement?

Height:

6.00

 x Width:

1.60

 x Depth:

0.14

 metres

What materials will the sign be made of?

Sign 5. Aluminium extruded frame with tensioned flex face printed fabric

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

90

cm

The colour of text and background:

White text and moon with yellow stars on purple background

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 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

11.48

m

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

1.72

m

What are the dimensions of the proposed advertisement?

Height:

6.00

 x Width:

1.60

 x Depth:

0.23

 metres

What materials will the sign be made of?

Sign 3. Aluminium extruded frame with tensioned flex face printed fabric fitted back to back.

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

90

cm

The colour of text and background:

White text and moon with yellow stars on purple background

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 (c). Details of Proposed Advertisement(s) - Hoarding Sign

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

6.86

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:

2.13

 x Width:

3.80

 x Depth:

0.35

 metres

What materials will the sign be made of?

Sign F. Mild steel post with aluminium frame and panels with applied timber print. Panels are fret cut with acrylic letters & cow pushed through.

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

127

cm

The colour of text and background:

White letters & brown cow mounted on natural timber print panel with grey post.

Will the sign be illuminated?

☒ Yes

☐ No

11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 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)? m

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

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

What materials will the sign be made of?

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

The colour of text and background:

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

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