



Hinckley & Bosworth
Borough Council

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Hinckley Hub
Rugby Road
Hinckley
Leics
LE10 0FR

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)

Northing (y)

Description

HOTEL

Applicant Details

Name/Company

Title

MR

First name

VAUGHAN

Surname

BARTLET

Company Name

PREMIER INN

Address

Address line 1

PREMIER INN

Address line 2

COVENTRY ROAD

Address line 3

Town/City

LEICESTER

County

HINCKLEY

Country

Postcode

LE10 0NB

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mrs

First name

Gillian

Surname

Shepley

Company Name

Ashleigh Signs

Address

Address line 1

Ashleigh House

Address line 2

Beckbridge Road

Address line 3

Normanton

Town/City

County

Country

Postcode

WF6 1TE

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF 4X REPLACEMENT INTERNALLY ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING

Advertisement Type:

Other type

Height:

1.5 metres

Width:

1.5 metres

Depth:

0.27 metres

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

2.6 metres

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

0 metres

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

85 centimetres

What materials will the advertisement be made of?:

ITEM 01 (Qty 1) PI-E-09 NS Combi sign panel Featuring: • Double sided fret cut aluminium cladding panels powder coated Premier Inn Purple. Sign case to be powder coated Premier Inn Purple special powder Cromadex 261c 70% gloss. • Backed up with 5 mm Opal 050 acrylic. • Moon to have digitally printed vinyl applied to face with UV laminate. • Stars to have Golden Yellow vinyl applied to face. • White LED internal illumination. GE LEDs 5000k

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:250 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Fascia Sign

Height:

1.28 metres

Width:

2 metres

Depth:

0.135 metres

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

3.7 metres

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

0.135 metres

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

56 centimetres

What materials will the advertisement be made of?:

ITEM 02 (Qty 1) PI-E-19 Internally illuminated flex face sign. Featuring: • Internally illuminated flex face sign • An internally illuminated flex face sign signcomp extrusion. • Sign case to be powder coated Premier Inn Purple special powder Cromadex 261c 70% gloss. • Complete with full digital printed face with UV laquer offering a min 5yr colour retaining warranty. • White GE LEDs 5000k LED illumination.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.896 metres

Width:

1.4 metres

Depth:

0.135 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?:

0.135 metres

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

38 centimetres

What materials will the advertisement be made of?:

ITEM 06 (Qty 1) PI-E-19 Internally illuminated flex face sign. Featuring: • Internally illuminated flex face sign • An internally illuminated flex face sign signcomp extrusion. • Sign case to be powder coated Premier Inn Purple special powder Cromadex 261c 70% gloss. • Complete with full digital printed face with UV laquer offering a min 5yr colour retaining warranty. • White GE LEDs 5000k LED illumination.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.896 metres

Width:

1.4 metres

Depth:

0.145 metres

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

2.5 metres

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

0.145 metres

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

38 centimetres

What materials will the advertisement be made of?:

ITEM 07 (Qty 1) PI-E-11B Aluminium Horizontal sign Featuring: • Aluminium sign panels with rolled edges 85mm radius powder coated Premier Inn Purple. Sign case to be powder coated Premier Inn Purple special powder Cromadex 261c 70% gloss. • Backed up with 5 mm Opal 050 acrylic. • Moon to have digitally printed vinyl applied to face with UV laminate. • Stars to have Golden Yellow vinyl applied to face. • White LED internal illumination. GE LEDs 5000k.

The colour of text and background:

AS DRAWING

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

ITEM 01 - REPLACEMENT DOUBLE SIDED PANEL TO EXISTING COMBIND SIGN

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

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)

PROPOSED AND EXISTING ELELVATIONS

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

03/12/2024

To Date

03/12/2029

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

Interest In the Land

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

☒ 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

☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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.

☒ I / We agree to the outlined declaration

Signed

Gillian Shepley

Date

03/12/2024