Amber Valley Borough Council

DEVELOPMENT SERVICES
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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: 58

Suffix:

Property Name: King Alfred

Address Line 1: High Street

Address Line 2:

Address Line 3: Derbyshire

Town/city: Alfreton

Postcode: DE55 7BE

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

Easting (x): 441110

Northing (y): 355755

Description:

Applicant Details

Name/Company

Title

First name

STAR

Surname

PUBS AND BARS

Company Name

STAR PUBS AND BARS

Address

Address line 1

3-4 BROADWAY PLACE

Address line 2

SOUTH GYLE BROADWAY

Address line 3

Town/City

EDINBURGH

County

Country

United Kingdom

Postcode

EH12 9JZ

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Agent Details

Name/Company

Title

MISS

First name

VICTORIA

Surname

JACKSON

Company Name

S R SIGNS

Address

Address line 1

WORTLEY MOOR LANE

Address line 2

Address line 3

Town/City

LEEDS

County

Country

United Kingdom

Postcode

LS12 4HX

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING AND REDECORATION OF THE EXTERIOR WALLS

SIGN A - ONE X NEW PICTORIAL TO EXISTING BRACKET AND LINOLITES
SIGN B - TWO X NEW NAMEBOARD WITH SETS OF INDIVIDUAL HOUSENAME LETTERS COMPLETE WITH TROUGH LIGHTS
SIGN C - TWO X NEW VERTICAL BANNERS TO NEW BRACKETS
SIGN D - TWO X NEW AMENITY SIGNS
SIGN E - TWO X NEW POSTER FRAMES
SIGN F - ONE X NEW CAR PARK SIGN
SIGN G - ONE X NEW CAR PARK DISCLAIMER
SIGN H - TWO X NEW TALL AMENITY SIGNS
SIGN I - SEVEN X NEW LED FLOODLIGHTS
SIGN J - ONE X NEW BRASS LANTERN
SIGN K - TWO X NEW HALF LANTERNS
SIGN L - ONE X NEW ENTRANCE SIGN

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

Advertisement Type:
Projecting or Hanging Sign

Height:
1 metres

Width:
0.8 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND PICTORIAL LOGO WITH APPLIED HOUSENAME LETTERS

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE PICTORIAL LOGO AND HOUSENAME LETTERS

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.9 metres

Width:
2.8 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND AND INDIVIDUAL PERSPEX HOUSENAME LETTERS

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE INDIVIDUAL LETTERS

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:

300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Hoarding

Height:
3.3 metres

Width:
1.1 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUNDAND VINYL TEXT AND LOGO

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT AND LOGO

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Hoarding

Height:
1.6 metres

Width:
1 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUNDAND VINYL TEXT

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT

Will the advertisement be illuminated?:

Advertisement Type:
Hoarding

Height:
0.914 metres

Width:
0.66 metres

Depth:
0.06 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINNIUM POSTER CASE WITH PAINTED BACK PANEL AND VINYL TEXT

The colour of text and background:
RAL 9011 POSTER CASE AND BACK PANEL WITH WHITE VINYL TEXT

Will the advertisement be illuminated?:

Advertisement Type:
Hoarding

Height:
1 metres

Width:
1.5 metres

Depth:
0.03 metres

What is the height from the ground to the base of the advertisement?:
1.3 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?:
40 centimetres

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND WITH VINYL TEXT AND LOGO

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT AND LOGO

Will the advertisement be illuminated?:

Advertisement Type:
Hoarding

Height:
0.6 metres

Width:
0.8 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND WITH VINYL TEXT AND LOGO

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT AND LOGO

Will the advertisement be illuminated?:

Advertisement Type:
Hoarding

Height:
1.5 metres

Width:
0.4 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIUM FACE PANEL WITH PAINTED BACKGROUND WITH VINYL TEXT AND LOGO WITH CHALKBOARD INSERT

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT AND LOGO WITH BLACK CHALKBOARD INSERT

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
0.235 metres

Width:
0.238 metres

Depth:
0.038 metres

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

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

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

What materials will the advertisement be made of?:
LED FLOODLIGHTS

The colour of text and background:
BLACK

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:

300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.65 metres

Width:
0.285 metres

Depth:
0.3 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?:
0.3 metres

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

What materials will the advertisement be made of?:
DIE CAST LANTERN

The colour of text and background:
BRASS FINISH

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.9 metres

Width:
0.17 metres

Depth:
0.17 metres

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

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

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

What materials will the advertisement be made of?:
DIE CAST HALF LANTERNS

The colour of text and background:
BLACK FINISH

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Hoarding

Height:
0.6 metres

Width:
0.7 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
ALUMINIU FACE PANEL WITH PAINTED BACKGROUND WITH VINYL TEXT AND LOGO

The colour of text and background:
RAL 9011 BACKGROUND WITH WHITE VINYL TEXT AND LOGO

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

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

7 X NEW LED FLOODLIGHTS
1 X NEW BRASS LANTERN
2 X NEW HALF LANTERNS

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)

PLEASE SEE ATTACHED EXISTING AND PROPOSED IMAGES

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

- [x] Yes
- [ ] No

Advertisement(s) Period

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

From Date

05/12/2025

To Date

05/12/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

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
⊘ 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

VICTORIA JACKSON

Date

05/12/2025